

MKTG & LGST

NEWCOMB-TULANE CORE CURRICULUM

	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language(Proficiency)	0/4		Social Science (See Below – ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below – ECON 1020/1040) *	---
Quantitative Reasoning (See Below MATH 115 or 121)	---		TIDES (See Below – TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below – PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below – MGMT 4900)	---

Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

REQUIRED NONBUSINESS COURSES (RNBC)

	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		Newcomb-Tulane Core + RNBC (39-47)	

BUSINESS CORE REQUIREMENTS

	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Consumer Behavior/Marketing	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	3		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Business	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		Business Core Requirements	31

BUSINESS MAJOR REQUIREMENTS

	HRS			HRS
For Students Admitted Prior to Fall 2010				
Required Courses:				
LGST 4100 Business Law	3		MGMT 4170 Negotiations	
LGST 4110 Legal Writing & Research	3		Select three LGST electives from:	9
Select five CBMA electives from:	15		LGST 4120 International Business Law	
MKTG 4100 Consumer Behavior			LGST 4130 Fraud Prevention & Investigation	
MKTG 4110 Marketing Research			LGST 4140 Insurance & Risk Management	
MKTG 4120 Marketing Strategy			LGST 4150 Real Estate Law	
MKTG 4220 Sales Force Management			LGST 4160 Law of E-Commerce	
MKTG 4230 International Marketing			LGST 4170 Employment Law for HR	
MKTG 4240 Relationship Marketing			LGST 4180 Sports & Entertainment Law	
MKTG 4260 Advertising and Brand Promotion			LGST 4210 & 4220 Moot Court	
MKTG 4600 Cases in Marketing			TAXN 4100 Business Taxation	
MKTG 4610 Research Design			MGMT 4170 Negotiations	
For Students Admitted Fall 2010 and Later				
Required Courses:				
LGST 4100 Business Law	3		LGST 4180 Sports & Entertainment Law	
LGST 4110 Legal Writing & Research	3		LGST 4210/4220 Moot Court	
MKTG 4100 Consumer Behavior	3		TAXN 4100 Business Taxation	
MKTG 4110 Marketing Research	3		Select three MKTG Electives From:	9
MKTG 4120 Marketing Strategy	3		MKTG 4220 Sales Force Management	
Select four LGST electives from:	12		MKTG 4230 International Marketing	
LGST 4120 International Business Law			MKTG 4240 Relationship Marketing	
LGST 4130 Fraud Prevention & Investigation			MKTG 4260 Advertising and Brand Promotion	
LGST 4140 Insurance & Risk Management			MKTG 4600 Cases in Marketing	
LGST 4150 Real Estate Law			MKTG 4610 Research Design	
LGST 4160 Law of E-Commerce			MGMT 4170 Negotiations	
LGST 4170 Employment Law for HR			Free Electives**	8-22
MAJOR + Electives (44 – 52)				
TOTAL BSM (minimum 122 required)				

** Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.