MKTG & MGMT – Consulting Track

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

For Students Admitted Prior to Fall 2010	HRS				HRS	
Required Courses:				MKTG 4110 Marketing Research		
MGMT 4120 Corporate & Cooperative Strategy	3			MKTG 4120 Marketing Strategy		
MGMT 4150 Envt, Society, & Capitalism	3			MKTG 4220 Sales Force Management		
MGMT 4180 Mgmt of Tech & Innovation	3			MKTG 4230 International Marketing		
MGMT 4170 Negotiations				MKTG 4240 Relationship Marketing		
MGMT 4600 Strategic Consulting				MKTG 4260 Advertising and Brand Promotion		
Select five CBMA electives from:	15			MKTG 4600 Cases in Marketing		
MKTG 4100 Consumer Behavior				MKTG 4610 Research Design		

	HRS				HRS	
Required Courses:				MGMT 4150 Environment, Society, & Capitalism		
MGMT 4120 Corporate & Cooperative Strategy	3			MGMT 4160 Leadership		
MGMT 4180 Management of Technology & Innovation	3			MGMT 4610 Entrep: Managing New Venture Creation		
MGMT 4170 Negotiations	3			**Select 3 MKTG Electives from:**		
MGMT 4600 Strategic Consulting	3			MKTG 4220 Sales Force Management		
MKTG 4100 Consumer Behavior				MKTG 4230 International Marketing		
MKTG 4110 Marketing Research				MKTG 4240 Relationship Marketing		
MKTG 4120 Marketing Strategy				MKTG 4260 Advertising and Brand Promotion		
Select two MGMT electives from:	6			MKTG 4600 Cases in Marketing		
MGMT 4100 Ethics				MKTG 4610 Research Design		
MGMT 4110 Cases In Entrepreneurship						
MGMT 4130 Dimensions in HR Management				**Free Electives****	8-16	
MGMT 4140 Entrepreneurial Management						
				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.