

## HOWARD UNIVERSITY SCHOOL OF BUSINESS

Accredited by AACSB-International

## Undergraduate Curriculum

# MARKETING

## FIRST YEAR

FIRST SEMESTER		HRS	SECOND SEMESTER		HRS
ENGW-XXX	English Writing Requirement	3	ENGW-XXX	English Writing Requirement	3
MATH-010	College Algebra II *+	4	MATH-026	Applied Calculus *	4
	Foreign Language ①	3		Foreign Language (Level 2+)	3
HIST-XXX	History Elective ①	3	PSYC-050	Intro to Psychology	3
INFO-010	Business Problem Solving	2	HHPL-XXX	Physical Education- Activity	1
<b>MGMT-010</b>	<b>Business Orientation</b>	1	<b>MGMT-011</b>	<b>Business Orientation II</b>	1
	<b>TOTAL</b>	<b>16</b>		<b>TOTAL</b>	<b>15</b>

## SECOND YEAR

FIRST SEMESTER			SECOND SEMESTER		
ECON-001	Principles of Economics I	3	ECON-002	Principles of Economics II	3
<b>ACCT-201</b>	<b>Accounting Principles I</b>	3	<b>ACCT-202</b>	<b>Accounting Principles II</b>	3
<b>INFO-204</b>	<b>Management Info Systems</b>	3		Literature Elective ①	3
HHPL-XXX	Physical Education- Health ①	1	<b>ECON-180</b>	<b>Statistics-Bus &amp; Economics</b>	3
Afro-American	Elective ①	3	<b>BCOM-320</b>	<b>Business Communication</b>	3
<b>MGMT-001</b>	<b>Career Counseling</b>	1		<b>TOTAL</b>	<b>15</b>
	<b>TOTAL</b>	<b>14</b>			

## THIRD YEAR

FIRST SEMESTER			SECOND SEMESTER		
<b>INFO-311</b>	<b>Quantitative Bus Analysis</b>	3	<b>INFO-335</b>	<b>Production &amp; Operations Mgmt</b>	3
<b>MKTG-301</b>	<b>Principles of Marketing</b>	3	<i>MKTG-315</i>	<i>Marketing Research</i>	3
<b>FINA-311</b>	<b>Finance Principles</b>	3	<i>MKTG-310</i>	<i>Consumer Behavior</i>	3
<b>MGMT-301</b>	<b>Management &amp; Org Behavior</b>	3	<b>BLAW-305</b>	<b>Business Law I</b>	3
Science Elective ①		3-4	PHIL-XXX	Philosophy Elective ①	3
	<b>TOTAL</b>	<b>15-16</b>		<b>TOTAL</b>	<b>15</b>

## FOURTH YEAR

FIRST SEMESTER			SECOND SEMESTER		
<i>MKTG-320</i>	<i>Marketing Communications</i>	3	<i>MKTG-361</i>	<i>Marketing Analytics</i>	3
<i>MKTG-XXX</i>	<i>Marketing Elective ②</i>	3	(formerly <i>Computer Applications in Marketing</i> )		
<b>MGMT-351</b>	<b>Entrepreneurship</b>	3	<i>MKTG-399</i>	<i><u>Mktg Planning &amp; Strategy</u></i>	3
<b>BEEN-330</b>	<b>Managerial Economics</b>	3	<i>MKTG-XXX</i>	<i>Marketing Elective ②</i>	3
POLS-XXX	Political Science Elective ①	3	<b>MGMT-390</b>	<b><u>Business Policy</u></b>	3
			Non-Business Elective		3
	<b>TOTAL</b>	<b>15</b>		<b>TOTAL</b>	<b>15</b>

**Minimum semester credits required for GRADUATION: 120**

\*A GRADE OF "C" OR BETTER MUST BE EARNED IN EACH OF THE TWO REQUIRED MATH COURSES IN ORDER TO FULFILL THE MATH REQUIREMENT AND IN ORDER TO ENROLL IN EACH AND EVERY SCHOOL OF BUSINESS JUNIOR-LEVEL AND SENIOR-LEVEL COURSE. ONLY 4 CREDIT HOURS WILL BE AWARDED FOR EACH REQUIRED MATH COURSE. AN AVERAGE OF AT LEAST A GRADE OF "C" MUST BE EARNED IN ACCOUNTING PRINCIPLES I AND ACCOUNTING PRINCIPLES II.  
+STUDENTS EXEMPT FROM MATH 010/ COLLEGE ALGEBRA II MUST COMPLETE A SUBSTITUTE COURSE(S) EQUIVALENT TO 4 CREDIT HOURS.

① See the *General Education Electives Sheet* in order to determine the courses that fulfill these requirements.

② See the *Course Requirements for the Major Sheet* in order to determine the courses that fulfill these requirements.

Course names in **bold** are those courses that comprise the business core. Course names in *italics* are those courses that are required for the major. Many of the courses listed above require prerequisites. For more information see the *Course Prerequisite Information Sheet*. Any student who has enrolled in a course without the proper prerequisite(s) will be withdrawn from the course.

The course *underlined and italicized* is the Capstone for the major. This course integrates specific knowledge and skill sets acquired from previous courses within the discipline and features comprehensive assessments of cumulative student learning.

The course **underlined and in bold** is the Capstone course for the undergraduate business curriculum. This course integrates the knowledge and skills sets acquired from courses in different disciplines and features comprehensive assessments of students' competency in solving complex, interdisciplinary business problems.

# MARKETING BBA

Effective Fall 2015 (Rev'd SU22)

General Education Core			
Course No.	Title	Hrs	Prerequisites and Minimum Classification
<i>Maximum 15 credits of "Ds" and minimum grade of "C" for MATH courses.</i>			
ECON 001	Principles of Economics I	3	Varies based on Department
ECON 002	Principles of Economics II	3	
ENGW	English Writing Requirements	6	
HHPL	Physical Education - Activity Elective	1	
HHPL	Physical Education - Health Elective	1	
MATH 007 or MATH 010	Pre-Calculus or College Algebra II	4	
MATH 026 or MATH 156	Applied Calculus or Calculus I	4	
PSYC 050	Introduction to Pyschology	3	
	Afro-American Elective	3	
	Foreign Language Requirements	6	
HIST	History Elective	3	
	Literature Elective	3	
	Non-Business Elective	3	
	Philosophy Elective	3	
POLS	Political Science Elective	3	
	Science Elective	3	
<b>Total Credit Hours</b>		<b>52</b>	
Business Core			
<i>Maximum 6 credits of "Ds." Minimum average grade of "C" in ACCT 201 and ACCT 202. Minimum grade of "C" in MKTG 301.</i>			
ACCT 201	Accounting Principles I	3	MATH 006 (C)
ACCT 202	Accounting Principles II	3	ACCT 201 (C); MATH 007/010 (C)
BCOM 320	Business Communication	3	ENGW 101/102/104; ENGW 103/105; MATH 026/156 (C); Sophomore
BECN 330	Managerial Economics	3	ECON 001; ECON 002; INFO 311; MATH 026/156 (C)
BLAW 305	Business Law I	3	MATH 026/156 (C); Junior
ECON 180	Statistics for Business & Economics	3	Varies based on Department
FINA 311	Finance Principles	3	ACCT 202; ECON 001; ECON 002; MATH 026/156 (C); Junior
INFO 010	Business Problem Solving	2	None
INFO 204	Management Info Systems	3	INFO 010
INFO 311	Quantitative Business Analysis	3	ECON 180; INFO 204; MATH 026/156 (C); Junior
INFO 335	Production & Operations Mgmt	3	INFO 311; Junior
MGMT 001	Career Counseling	1	MGMT 011
MGMT 010	Business Orientation	1	None
MGMT 011	Business Orientation II	1	MGMT 010
MGMT 301	Management & Org. Behavior	3	ACCT 201 (C); ECON 001; ECON 002; MATH 026/156 (C); Junior
MGMT 351	Entrepreneurship	3	FINA 311/312; MATH 026/156 (C); MGMT 301; MKTG 301; Junior
MGMT 390	Business Policy	3	MGMT 301; Senior
MKTG 301	Principles of Marketing	3	ACCT 202; ECON 001; ECON 002; MATH 026/156 (C)
<b>Total Credit Hours</b>		<b>47</b>	
Major Core			
<i>Minimum 2.5 GPA and grade of "C."</i>			
MKTG 310	Consumer Behavior	3	MKTG 301 (C)
MKTG 315	Marketing Research	3	MKTG 301 (C)
MKTG 320	Marketing Communications	3	MKTG 301 (C)
MKTG 361	Marketing Analytics	3	MKTG 301 (C)
MKTG 399	Marketing Planning & Strategy	3	MKTG 310 (C); MKTG 315 (C); Senior
<b>Total Credit Hours</b>		<b>15</b>	
Major Electives			
<i>Minimum 2.5 GPA and grade of "C." Choose two of the following courses:</i>			
INBU 320	International Marketing	3	INBU 300 (C); MKTG 301; Junior
MKTG 304	Publication Management	3	MKTG 301 (C)
MKTG 319	Sales Management	3	MKTG 301 (C)
MKTG 331	Social & Internet Marketing	3	MKTG 301 (C)
MKTG 335	Film Industry Marketing	3	MKTG 301 (C); Approval
MKTG 345	Economics of Film & Entertainment	3	MKTG 301 (C); Approval
MKTG 370	Services Marketing	3	MKTG 301 (C)
MKTG 380	Sports Marketing	3	MKTG 301 (C)
MKTG 385	Multicultural Marketing	3	MKTG 301 (C)
MKTG 390	Special Topics in Marketing	3	MKTG 301 (C)
MKTG 395	Individual Study in Marketing	3	MKTG 301 (C); Approval
<b>Total Credit Hours</b>		<b>6</b>	

**Total Credit Hours Required for Graduation in Program 120**

*Minimum 2.0 Cumulative GPA*