



INTERNATIONAL BUSINESS MARKETING SEQUENCE

BBA

| General Education Core | | | |
|--|--|-----------|---|
| Course No. | Title | Hrs | Prerequisites and Minimum Classification |
| Maximum 15 credits of "Ds" and minimum grade of "C" for MATH courses. | | | |
| <i>*If placed into MATH 156 first, then these 4 credit hours must be achieved through alternative elective(s).</i> | | | |
| ECON 001 | Principles of Economics I | 3 | <i>View the Howard Course Catalog or contact the Department coordinating the course</i> |
| ECON 002 | Principles of Economics II | 3 | |
| ECON 180 | Statistics for Business & Economics | 3 | |
| ENGW | English Writing Requirements | 6 | |
| MATH 007 or MATH 010* | Pre-Calculus or College Algebra II | 4 | |
| MATH 026 or MATH 156 | Applied Calculus or Calculus I | 4 | |
| POLS | Political Science Elective | 3 | |
| SOCI 010 | Intro to Cultural Anthropology | 3 | |
| | Afro-American Elective | 3 | |
| | Business Elective | 3 | |
| | Foreign Language Requirements (Level 2+) | 12 | |
| | One or Two General Elective(s) | 2 - 3 | |
| | Science Elective | 3 - 4 | |
| Total Credit Hours | | 52 | |

| Business Core | | | |
|---|--------------------------------|-----------|---|
| Maximum 6 credits of "Ds" and minimum grade of "C" in ACCT 201 and MKTG 301. | | | |
| 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 |
| 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); Sophomore |
| MGMT 390 | Business Policy | 3 | MGMT 301; Senior |
| MKTG 301 | Principles of Marketing | 3 | ACCT 201 (C); ECON 001; ECON 002; MATH 026/156 (C) |
| Total Credit Hours | | 41 | |

| Major Core | | | |
|--|--------------------------------------|-----------|--|
| Minimum 2.5 GPA and grade of "C." | | | |
| INBU 300 | Principles of International Business | 3 | ACCT 202; ECON 001; ECON 002; MATH 026/156 (C) |
| INBU 320 | International Marketing | 3 | INBU 300 (C); MKTG 301; Junior |
| INBU 340 | International Financial Management | 3 | FINA 311/312; INBU 300 (C); Junior |
| INBU 360 | Management of International Business | 3 | INBU 300 (C); INBU 320 (C); INBU 340 (C); MGMT 301; Senior |
| Total Credit Hours | | 12 | |

| Major Electives | | | |
|---|---|----------|----------------------------|
| Minimum 2.5 GPA and grade of "C." Choose one of the following courses: | | | |
| FINA 372 | Emerging Markets Finance | 3 | FINA 311/312 (C); Junior |
| INBU 361 | Import/Export Management | 3 | INBU 300 (C); INBU 320 (C) |
| INBU 365 | International Human Resources Mgmt | 3 | INBU 300 (C) |
| INBU 385 | International Business & Emerging Markets | 3 | INBU 300 (C); Junior |
| INBU 390 | Seminar in International Business | 3 | INBU 300 (C) |
| INBU 398 | Study Abroad | 3 | Approval |
| Total Credit Hours | | 3 | |

| Major Sequence | | | |
|---|-----------------------------------|-----------|------------------------------------|
| Minimum 2.5 GPA and grade of "C." | | | |
| MKTG 310 | Consumer Behavior | 3 | MKTG 301 (C) |
| MKTG 315 | Marketing Research | 3 | ECON 180; MKTG 301 (C) |
| MKTG 399 | Marketing Planning & Strategy | 3 | MKTG 310 (C); MKTG 315 (C); Senior |
| Choose one of the following courses: | | | |
| MKTG 304 | Publication Management | 3 | MKTG 301 (C) |
| MKTG 319 | Sales Management | 3 | MKTG 301 (C) |
| MKTG 320 | Marketing Communications | 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 361 | Marketing Analytics | 3 | ECON 180; MKTG 301 (C) |
| MKTG 370 | Services Marketing | 3 | MKTG 301 (C) |
| MKTG 380 | Sports Marketing | 3 | MKTG 301 (C) |
| MKTG 381 | Marketing for Startups | 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 |
| MKTG 398 | Advanced Digital Marketing | 3 | MKTG 301 (C) |
| Total Credit Hours | | 12 | |

Total Credit Hours Required for Graduation in Program 120
Minimum 2.0 Cumulative GPA

Effective Fall 2022
Rev'd SP24



INT'L BUS - MARKETING

FOUR-YEAR EXAMPLE SCHEDULE

| First Year | | | | | |
|-----------------------|--------------------------------|-----------|------------------------|--------------------------------|-----------|
| Course No. | Course Title | Hrs | Course No. | Course Title | Hrs |
| First Semester | | | Second Semester | | |
| ENGW XXX | English Writing Requirement 1 | 3 | ENGW XXX | English Writing Requirement 2 | 3 |
| INFO 010 | Business Problem Solving | 2 | MATH 026 | Applied Calculus | 4 |
| MATH 010 | College Algebra II | 4 | MGMT 011 | Business Orientation II | 1 |
| MGMT 010 | Business Orientation | 1 | SOCI 010 | Intro to Cultural Anthropology | 3 |
| | Foreign Language 2 | 3 | | Afro-American Elective | 3 |
| | General Elective | 1 | | Foreign Language 3 | 3 |
| | Total Credit Hours | 15 | | Total Credit Hours | 17 |
| Second Year | | | | | |
| First Semester | | | Second Semester | | |
| ACCT 201 | Accounting Principles I | 3 | ACCT 202 | Principles of Accounting II | 3 |
| ECON 001 | Principles of Economics I | 3 | BCOM 320 | Business Communication | 3 |
| MGMT 001 | Career Counseling | 1 | ECON 002 | Principles of Economics II | 3 |
| INFO 204 | Management Info Systems | 3 | ECON 180 | Statistics: Bus & Economics | 3 |
| | Foreign Language 4 | 3 | | Foreign Language Conversation | 3 |
| | General Elective | 1 | | | |
| | Total Credit Hours | 14 | | Total Credit Hours | 15 |
| Third Year | | | | | |
| First Semester | | | Second Semester | | |
| BLAW 305 | Business Law I | 3 | FINA 311 | Finance Principles | 3 |
| INBU 300 | Principles of Int'l Business | 3 | INBU 320 | International Marketing | 3 |
| INFO 311 | Quantitative Business Analysis | 3 | INFO 335 | Production & Operations Mgmt | 3 |
| MGMT 301 | Management & Org Behavior | 3 | | Business Elective | 3 |
| MKTG 301 | Principles of Marketing | 3 | | Science Elective | 3-4 |
| | Total Credit Hours | 15 | | Total Credit Hours | 15 |
| Fourth Year | | | | | |
| First Semester | | | Second Semester | | |
| BECN 330 | Managerial Economics | 3 | INBU 360 | Management of Int'l Business | 3 |
| INBU 340 | Int'l Financial Mgmt | 3 | MGMT 390 | Business Policy | 3 |
| INBU XXX | Int'l Business Elective | 3 | POLS XXX | Political Science Elective | 3 |
| MKTG 310 | Consumer Behavior | 3 | MKTG 399 | Marketing Planning & Strategy | 3 |
| MKTG 315 | Marketing Research | 3 | MKTG XXX | Sequence Elective | 3 |
| | Total Credit Hours | 15 | | Total Credit Hours | 15 |

Total Credit Hours Required for Graduation in Program 120