

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	ECON-001	Principles of Economics I	3
MATH-010	College Algebra II *+	4	ENGW-XXX	English Writing Requirement	3
PSYC-050	Introduction to Psychology	3	MATH-026	Applied Calculus *	4
Afro-American	Elective ①	3	ACCT-201	Accounting Principles I◇	3
INFO-010	Business Problem Solving	2	MGMT-011	Business Orientation II	1
MGMT-010	Business Orientation	1			
	TOTAL	16		TOTAL	14
		SECOND YEAR			
FIRST SEMESTER			SECOND SEMESTER		
ECON-002	Principles of Economics II	3	ECON-180	Statistics-Bus & Economics	3
Literature Elective ①		3	BCOM-320	Business Communication	3
ACCT-202	Accounting Principles II◇	3	Foreign Language (Level 2+)		3
Foreign Language ①		3	INFO-204	Management Info Systems	3
HHPL-XXX	Phys. Education- Activity ①	1	MKTG-301	Principles of Marketing	3
HHPL-XXX	Physical Education- Health ①	1			
MGMT-001	Career Counseling	1			
	TOTAL	15		TOTAL	15
		THIRD YEAR			
FIRST SEMESTER			SECOND SEMESTER		
INFO-311	Quantitative Bus. Analysis	3	BECN-330	Managerial Economics	3
MKTG-310	Consumer Behavior	3	MKTG-361	Marketing Analytics	3
MGMT-301	Mgmt. & Org Behavior	3	BLAW-305	Business Law I	3
FINA-311	Finance Principles	3	MGMT-351	Entrepreneurship	3
MKTG-315	Marketing Research	3	General Elective		3
	TOTAL	15		TOTAL	15
		FOURTH YEAR			
FIRST SEMESTER			SECOND SEMESTER		
INFO-335	Production & Operations Mgmt	3	MKTG-399	Mktg Planning & Strategy	3
MKTG-320	Marketing Communications	3	MKTG-XXX	Marketing Elective ②	3
MKTG-XXX	Marketing Elective ②	3	History or Pol. Sci. Elective ①		3
PHIL-XXX	Philosophy Elective ①	3	MGMT-390	Business Policy	3
Science Elective ①		3	General Elective		3
	TOTAL	15		TOTAL	15

Minimum semester credits required for GRADUATION: 120

* A grade of "C" or higher is required in all Math courses to advance to the next level. Only 4 credit hours will be awarded for each required Math course.

+ Students exempt from Math 010/ College Algebra II must complete a substitute course(s) equivalent to 4 credit hours.

◇ The average grade of ACCT 201 and ACCT 202 must be a "C" or higher.

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.

Note: All required and elective courses for your major must be a grade of "C" or higher. See *Course Requirements for the Major* sheet for more.

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 2019 (Rev'd SP24)

General Education Core			
Course No.	Title	Hrs	Prerequisites and Minimum Classification
Maximum 15 credits of "Ds" and minimum grade of "C" for MATH courses.			
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	
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 Psychology	3	
	Afro-American Elective	3	
	Foreign Language Requirements	6	
HIST or POLS	History or Political Science Elective	3	
	Literature Elective	3	
	General Elective	3	
	Philosophy Elective	3	
	General Elective	3	
	Science Elective	3	

Total Credit Hours 52

Business Core			
Maximum 6 credits of "Ds." Minimum average grade of "C" in ACCT 201 and ACCT 202. Minimum grade of "C" in 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
ECON 180	Statistics for Business & Economics	3	None
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 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 201 (C); ECON 001; ECON 002; MATH 026/156 (C)

Total Credit Hours 47

Major Core			
Minimum 2.5 GPA and grade of "C."			
MKTG 310	Consumer Behavior	3	MKTG 301 (C)
MKTG 315	Marketing Research	3	MKTG 301 (C); ECON 180
MKTG 320	Marketing Communications	3	MKTG 301 (C)
MKTG 361	Marketing Analytics	3	MKTG 301 (C); ECON 180
MKTG 399	Marketing Planning & Strategy	3	MKTG 310 (C); MKTG 315 (C); Senior;

Total Credit Hours 15

Major Electives			
Minimum 2.5 GPA and grade of "C." Choose two of the following courses:			
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
MKTG 398	Advanced Digital Marketing	3	MKTG 301 (C)

Total Credit Hours 6

Total Credit Hours Required for Graduation in Program 120

Minimum 2.0 Cumulative GPA