



Georgia Gwinnett

COLLEGE

B.B.A. – Marketing Concentration

2016-2017 Catalog

This plan is an unofficial document used for advisement only.

How to use this program plan: Write the grade for the course that satisfies each requirement. If the student takes a course that is chosen from a list of possible courses, circle the course number taken in addition to writing the grade.

General Education: (60 hours)

GGC or Grade Course Number & Title Transfer

Area A - Essential Skills: (9 hours) ("C" or better)

- ENGL 1101 English Composition I
ENGL 1102 English Composition II
MATH 1001 Quantitative Skills & Reasoning or
MATH 1111\* College Algebra (or higher)
\*Recommended for School of Business Majors

Area B - Institutional Option (4 hours)

- ITEC 1001 Introduction to Computing

Area C - Humanities/Fine Arts (6 hours)

- Select one from the following:
MUSC 1100/ARTS 1100/ENGL 2111, 2112, 2121, 2122, 2131, 2132/FILM 1005
Select one from the following:
RELN 1100/GEOG 1101/2000 level foreign language

Area D - Natural Sciences, Math, Tech (11 hrs)

- Select one sequence from the following:
PSCI 1101K and 1102
BIOL 1101K and 1102 or
CHEM 1151K and 1152K
Select one from the following:
ITEC 2110 Digital Media
ITEC 2120 Intro to Programming

Area E - Social Science (12 hours)

- POLS 1101 American Government
HIST 2111 or HIST 2112 U.S. History I & II
Select one course:
HIST 2111 (if not used above)
HIST 2112 (if not used above)
HIST 1111 World History I
HIST 1112 World History II
HIST 1121 Western Civ I
HIST 1122 Western Civ II
Select one of the following:
PSYC 1102/SOCI 1101/ANTH 1102/ECON2100

Area F - Courses Related to the Program of Study (18 hours) ("C" or better)

- ACCT 2101 Introduction to Financial Acct.
ACCT 2102 Introduction to Managerial Acct.
BUSA 2105 Comm in the Business Environment
BUSA 2106 Legal Environment of Business
ECON 2105 Principles of Macroeconomics
ECON 2106 Principles of Microeconomics

Student Name
S. Id No
Adviser

Additional Requirements (3 hours)

Physical Education Requirement

- Choices for Life (1 hour)
Additional Physical Education (2 hours)

Regents Requirements - The requirements for US and Georgia History and Constitution can be satisfied by transfer credit of HIST 2111 OR 2112 and POLS 1101 from a University System of Georgia institution. If not satisfied, the student should work with their mentor concerning exemption exams or can take the course

- US Constitution Georgia Constitution
US History Georgia History

Program of Study (60 hours) Grade of "C" or better (39 hours must be at the 3000-4000 level)

Required Business Course (36 hours)

- BUSA 2000 Statistical Analysis for Business
BUSA 3000 Quantitative Analysis
BUSA 3100 Management Information Systems
BUSA 3200 Global Business
FINA 3000 Financial Management
MKTG 3000 Principles of Marketing
MGMT 3000 Principles of Management
MGMT 3040 Human Resource Management
MGMT 3400 Ethics & Corp Social Responsibility
MGMT 4100 Organization Behavior
MGMT 4600 Operations Mgmt.
MGMT 4700 Strategic Mgmt. (Capstone)

Marketing Concentration (21 hours)

A minimum cumulative grade point average of 2.25 is required in concentration courses

- MKTG 3050 Consumer Behavior
MKTG 4025 Marketing Research
MKTG 4400 International Marketing
Business elective at the 4000 level or
BUSA 4751 Business Internship

Marketing Electives (9 hrs) (3000/4000 level)

General Electives (3 hours) (Any 2000-4000 level course)