



Academic Map Proposal

Proposal Number	15523
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Are you the contact for this proposal?	Yes
Does this proposal require approval from multiple Colleges or Departments?	No
College	Business, Dean: Brenda Flannery
Department	Marketing and International Business, Chair: Juan Meng
Proposal Type	Academic Map
Is this existing or proposed program?	Existing
Full Program Name	Marketing BS
Award	BS
Is this existing or proposed emphasis?	Existing
Emphasis	
Option	
Version Number	1
Version	Marketing BS
Version Explanation	
programType	Broad Major
Minor Required	No
Minor Specific	
Minor Specific	
Program Description	It is the objective of the department to advance the understanding and practice of marketing and international business. Faculty advance the discipline of marketing through research, writing, and involvement in professional associations. They improve the practice of marketing with a progressive curriculum for full and part-time students. The region's business community and public institutions also are directly served with student and faculty consulting and research projects. The marketing major prepares students for marketing positions in retail management, industrial sales, promotion, marketing research, or marketing management, and equips them with the comprehensive knowledge necessary to assume upper management positions in the marketing function.
Admission Requirement	Admission to a major in the College of Business typically occurs at the beginning of the student's junior year. The student may choose to pursue a degree in one or more of the following COB majors: Accounting, Finance, International Business, Management, or Marketing. Deadlines for application are: October 1 for Spring Semester and March 1 for Fall Semester. Criteria Considered for Admission to the Marketing Major: 1. Cumulative (Including Transfer) Grade Point Average: minimum 2.7. 2. Credits and courses: 33 completed credits of the 44 general education requirements. 3. Completion of the following courses: IT 101, MATH 130, ACCT 200, ACCT 210, BLAW 200, MGMT 200, MRKT 201, ECON 201, ECON 202 and ECON 207. Complete one of the following courses: PHIL 120W, PHIL 205W, PHIL 222, PHIL 224W, PHIL 226W, or PHIL 240W.
Advising	Students will initially receive their advising from the professional advisors in the College of Business Advising Center. When a student applies to the College of Business, he/she will be assigned a faculty advisor in the major area of study. Questions regarding the assignment of advisors can be answered in the College of Business Advising Center, 151 Morris Hall, telephone: 507-389-2963.
Program Notes	A bachelor of science degree requires 120 credits. If the number of credits taken to meet general education and major course requirements totals less than 120 credits, students are to choose "General Electives" that will count toward graduation, but are not required for general education or the major. The number of General Elective credits will be reduced if a four credit, rather than a three credit, general education course is taken. No minor is required for any major in the College of Business. However, if the student chooses to pursue a minor, he or she may utilize the General Electives identified in this plan toward that minor.
Program Phone Number	() -
Program Website(URL)	

Fall Year 1

Designator	Course Number	Course Name	Credits	Milestones
		Choose either ENG 101 Course 1 or CMST (100,102, or 212) Course 2	4 or 3	
MATH	130	Finite Mathematics and Introductory Calculus	4	
IT	101	Intro to Info Systems	3	
		General Education Course (Goal Area 6, not PHIL)	3	
		Choose either BUS 100, FYEX 100 (Goal Area 12), or General Education Course (Goal Area 11)	1-3	

Fall Year 1 Notes

The required total cumulative GPA for admittance to a major in the College of Business is 2.7 or above. It is recommended that you have an overall GPA of at least 2.5 by the end of this semester.

You are encouraged to take MATH 130 as soon as possible. If you must take prerequisites for MATH 130, it is best to have MATH 130 completed no later than the end of Term 3.

It is recommended that ENG 101 be completed before taking writing intensive "W" courses.

It is recommended that ECON 201 and ECON 202 not be taken before Term 3.

Spring Year 1

Designator	Course Number	Course Name	Credits	Milestones
PHIL		Choose one course from Goal Area 6--PHIL 120W, PHIL 205W, PHIL 222W, PHIL 224W, and PHIL 240W. Note that PHIL 226W meets the COB ethics requirement and Goal Area 9, but does not meet Goal Area 6. (A Second Writing Intensive Course Will Be Required in Another Gen Ed Discipline.)	3	
PHIL		General Education Course (Goal Area 3. Lab Course. Different Discipline from the Non-Lab Course in the Goal Area)	3 or 4	
		General Education Course (Goal Area 7. Choose a course that also satisfies the Diverse Cultures requirement. Students Must Take Two Diverse Cultures Courses from Two Different Disciplines--Either 1 Purple and 1 Gold, or 2 Purple)	3	
MGMT	200	Introduction to MIS	3	
		Take Remaining Course from ENG 101 Course 1 or CMST (100, 102, or 212) Course 2	3 or 4	

Spring Year 1 Notes

The required total cumulative GPA for admittance to a major in the College of Business is 2.7 or above. It is recommended that you have an overall GPA of at least 2.6 by the end of this semester.

When developing your schedule, you are strongly encouraged to pay close attention to prerequisites for future courses.

Fall Year 2

Designator	Course Number	Course Name	Credits	Milestones
ACCT	200	Financial Accounting	3	
ECON		Choose Either ECON 201 Course 1 or ECON 202 Course 2	3	
		General Education Course (Goal Area 5, Not ECON)	3	
		Choose Either ECON 207 Course 1 or BLAW 200 Course 2	3 or 4	
		General Education Course (Goal Area 3. Non-Lab. Different Discipline from the Goal Area 3 Lab Course.)	3	

Fall Year 2 Notes

The required total cumulative GPA for admittance to a major in the College of Business is 2.7 or above. It is recommended that you have an overall GPA of at least 2.7 by the end of this semester.

It is recommended that you not take ECON 201 and ECON 202 in the same term. You can take these two courses in either order.

Spring Year 2

Designator	Course Number	Course Name	Credits	Milestones
BUS	295	Professional Preparation for Business Careers	2	Apply to the COB
ECON		Take Remaining Course from ECON 201 Course 1 or ECON 202 Course 2	3	
		General Education Course (Goal Area 8)	3	
		Take the Remaining Course from ECON 207 Course 1 or BLAW 200 Course 2	3 or 4	
		General Education Course (Goal Area 10)	3	
ACCT	210	Managerial Accounting	3	COB GPA = 2.0

Spring Year 2 Notes

The required total cumulative GPA for admittance to a major in the College of Business is 2.7 or above.

It is recommended that you complete all lower division courses required for majors in the College of Business by the end of Term 4. If you have two or fewer lower level required courses remaining and have a cumulative GPA of 2.70 or greater, you may be considered for temporary admission to the major. You should see an advisor in the College of Business Advising Center to discuss your admission status.

Fall Year 3

Designator	Course Number	Course Name	Credits	Milestones
MRKT	310	Principles of Marketing	3	COB GPA = 2.0
MRKT	316	Consumer Behavior	3	Overall GPA = 2.25
		Upper Division COB Required Course (FINA 362, IBUS 380, MGMT 330, or MGMT 346)	3	
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FINA	395	Personal Adjustment to Business	1	

Fall Year 3 Notes

You have the option of taking the Integrated Business Experience (IBE). That option combines specially designated sections of FINA 362, MGMT 330 and MRKT 310 with a 499 course from your major department. You must take all four specially designated courses concurrently as part of the IBE. More information and an application to the program can be found at <http://cob.mnsu.edu/ibe/>. You need at least a 2.25 overall GPA and a 2.0 GPA for all courses taken in the COB to graduate from the College of Business.

Spring Year 3

Designator	Course Number	Course Name	Credits	Milestones
MRKT		Marketing Required Course (MRKT 317, MRKT 318, MRKT 324, MRKT 339, MRKT 312)	3	COB GPA = 2.0
MRKT		Marketing Required Course (MRKT 317, MRKT 318, MRKT 324, MRKT 339, MRKT 312)	3	Overall GPA = 2.25
MRKT		Marketing Required Course (MRKT 317, MRKT 318, MRKT 324, MRKT 339, MRKT 312)	3	
MRKT		Marketing Elective (Choose from MRKT 413, MRKT 415, MRKT 416, MRKT 420, MRKT 428, MRKT 480, MRKT 491, MRKT 492, MRKT 494, or MRKT 498)	3	
		Upper Division COB Required Course (FINA 362, IBUS 380, MGMT 330, or MGMT 346)	3	
		General Education Course or Courses (Goal Area 11 if Not Completed in Term 1)	1 to 4	

Spring Year 3 Notes

Fall Year 4

Designator	Course Number	Course Name	Credits	Milestones
MRKT		Marketing Required Course (MRKT 317, MRKT 318, MRKT 324, MRKT 339, MRKT 312)	3	COB GPA = 2.0
MRKT		Marketing Required Course (MRKT 317, MRKT 318, MRKT 324, MRKT 339, MRKT 312)	3	Overall GPA = 2.25
MRKT		Marketing Elective (Choose from MRKT 413, MRKT 415, MRKT 416, MRKT 420, MRKT 428, MRKT 480, MRKT 491, MRKT 492, MRKT 494, or MRKT 498)	3	
		General Elective	3	
		General Elective	3	

Fall Year 4 Notes

Spring Year 4

Designator	Course Number	Course Name	Credits	Milestones
MRKT	490	Marketing Management	3	COB GPA = 2.0
MGMT	481	Business Policy and Strategy	3	Overall GPA = 2.25
		General Elective	3	
		General Elective	3	

Spring Year 4 Notes