

Major: Marketing

For Full-time Students taking Courses in Dahlonega

Fall Year 1	
ENGL 1101* [C]	3
MATH 1111* [C]	3
Area B course	2
Lab Science	4
Area E course	3
Total	15

Spring Year 1	
ENGL 1102* [C]	3
CSCI 1100 and CSCI 1150	3
Lab Science	4
Area E course	3
PHED 1000	3
Total	16

Fall Year 2	
ACCT 2101* [C]	3
ECON 2106* [C] or ECON 2105* [C]	3
Area C ENGL or ENGL 2238	3
Area B course	2
Area E course	3
Area C Humanities	3
Total	17

Spring Year 2	
ACCT 2102* [C]	3
ECON 2105* [C] or ECON 2106* [C]	3
ENGL 2238 or Area C ENGL	3
MATH 2400* [C]	3
Area E course	3
Total	15

Fall Year 3	
MKTG 3700* [C]	3
MGMT 3661* [C]	3
FINC 3440* [C]	3
BUSA 3110 or BUSA 3120 [R]	3
Elective (see notes)	3
Total	15

Spring Year 3	
MKTG 3730* [C] [R]	3
MKTG 3740 [C] [R] [S]	3
BUSA 3110 or BUSA 3120 [R]	3
BUSA 3810 [R]	3
ECON 3441 [R]	3
Total	15

Fall Year 4	
MKTG 3710 [C] [R] [F]	3
MKTG 3720 [C] [R] [F]	3
MKTG 4730* [C] [R]	3
MATH 2040	3
Elective (see notes)	3
Total	15

Spring Year 4	
MKTG 4780 [C] [R]	3
BUSA 4995 [C] [R]	3
BUSA 4527 [R]	3
Elective (see notes)	3
Elective (see notes)	3
Total	15

Notes: MKTG 3700 is prerequisite to most other MKTG courses; Marketing majors should take this course Fall of Year 3. The sequence of prerequisites for MKTG 4780 starts more than a year before this course can be taken. At least one of the electives must be 3000 level or higher and related to Marketing (but not necessarily a business course); a grade of C or higher is required in this elective.

* indicates that the course is prerequisite to at least one course later in the program; [C] indicates that a grade of C or better required--total number of D's in other courses are also limited; [R] indicates that ACCT 2101, ACCT 2102, ECON 2105, and ECON 2106 must be completed with a grade of C or higher before enrolling; [F] indicates that the course is only taught in the Fall in Dahlonega; [S] indicates that the course is only taught in the Spring in Dahlonega.