# Chicago State University
## College of Business
### MARKETING OPTION/FALL 2019 - 2020

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<tr>
<th>Name:</th>
<th>Major: Marketing</th>
<th>Minor/2nd Major:</th>
<th>Catalog Year: Fall 2019</th>
<th>Advisor Signature and Date:</th>
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<td>Cougar UID:</td>
<td>Anticipated Graduation:</td>
<td>Transfer School:</td>
<td>Transfer Degree/Credits:</td>
<td>Student Signature and Date:</td>
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### Area A: Composition (6 Credit Hours)

- **A1** Composition I (based on English Placement Score)
  - Term: 3
  - Grade: 
  - Credit: 

- **A2** Composition II (based on English Placement Score)
  - Term: 3
  - Grade: 
  - Credit: 

### Area B: Humanities/ Fine Arts (6 Credit Hours)

- **B1** Humanities
  - Term: 3
  - Grade: 
  - Credit: 

- **B2** Diversity/Fine Arts
  - Term: 3
  - Grade: 
  - Credit: 

### Area C: Oral Communication (3 Credit Hours)

- **C1** CMAT 1140
  - Term: 3
  - Grade: 
  - Credit: 

### Area D: Foreign Language (6 Credit Hours) Taken in sequence from a single language

- **D1** BIOL 1070 or 1080 (Lab required)
  - Term: 3
  - Grade: 
  - Credit: 

- **D2** PH S 1000 or 1010
  - Term: 3
  - Grade: 
  - Credit: 

### Area E: Math (3 Credit Hours)

- **E1** MATH 1200 (based on Math Placement Scores)
  - Term: 3
  - Grade: 
  - Credit: 

### Area F: Natural Sciences (6 Credit Hours) 1 lab course required.

### Area G: Social Sciences (9 Credit Hours)

- **G1** ECON 1010
  - Term: 3
  - Grade: 
  - Credit: 

- **G2** ECON 1020
  - Term: 3
  - Grade: 
  - Credit: 

- **G3** Diversity Course (unless satisfied in B2)
  - Term: 3
  - Grade: 
  - Credit: 

### Area H: Non Business Electives (9 Credit Hours) Business Support Courses

- **H1** PHIL 2520
  - Term: 3
  - Grade: 
  - Credit: 

- **H2** MATH 1400
  - Term: 3
  - Grade: 
  - Credit: 

- **H3** ENG 2790
  - Term: 3
  - Grade: 
  - Credit: 

### Placement/Qualifying Exam

- English Qualifying (Taken 3 Credit Hrs or less)
  - If pass ENG 2210 or 1280, elite 1220

- English Qualifying (Taken 6 Credit Hours)
  - Pass or ENG 1240

- Reading Qualifying
  - Pass or READ 1500

- Math Placement
  - Pass or O99 Level 1 and/or 2

### Assessments

- Senior Exit Interview
- Senior Thesis, Report or Project
- Standardized Field Test Examination.

### Area I: Business Core Courses (48 Credit Hours)**

- **I1** ACCT 2110 (Intro to Financial Acct w/ Lab)
  - Term: 
  - Grade: 
  - Credit: 

- **I2** ACCT 2111 (Intro to Mangerial Acct)
  - Term: 
  - Grade: 
  - Credit: 

- **I3** ACCT 2291 (Business Law I) or ACCT 1290
  - Term: 
  - Grade: 
  - Credit: 

- **I4** FIN 2660 (Principles of Finance)
  - Term: 
  - Grade: 
  - Credit: 

- **I5** INSY 1370 (Microcomputer Apps. in Business)
  - Term: 
  - Grade: 
  - Credit: 

- **I6** INSY 3200 (Business Problem Solving)
  - Term: 
  - Grade: 
  - Credit: 

- **I7** MGMT 1020 (Career Fluency)
  - Term: 
  - Grade: 
  - Credit: 

- **I8** MGMT 1030 (Intro to Modern Bus Systems)
  - Term: 
  - Grade: 
  - Credit: 

- **I9** MGMT 3010 (Principles of Management)
  - Term: 
  - Grade: 
  - Credit: 

- **I10** MGMT 3020 (Organization Behavior)
  - Term: 
  - Grade: 
  - Credit: 

- **I11** MGMT 3240 (Operation/Production Mgmt)
  - Term: 
  - Grade: 
  - Credit: 

- **I12** MGMT 4850 (International Business)
  - Term: 
  - Grade: 
  - Credit: 

- **I13** MGMT 4890 (Business Policy and Strategy)
  - Term: 
  - Grade: 
  - Credit: 

- **I14** MKTG 3110 (Principles of Marketing)
  - Term: 
  - Grade: 
  - Credit: 

- **I15** QBA 2000 (Statistics for Business)
  - Term: 
  - Grade: 
  - Credit: 

- **I16** QBA 3500 (Business Statistics II)
  - Term: 
  - Grade: 
  - Credit: 

### Area J: Marketing Major Courses (18 Credit Hours)**

- **J1** MKTG 3780 (Consumer Behavior)
  - Term: 
  - Grade: 
  - Credit: 

- **J2** MKTG 4830 (Marketing Research)
  - Term: 
  - Grade: 
  - Credit: 

- **J3** MKTG 4880 (Advance Marketing Management)
  - Term: 
  - Grade: 
  - Credit: 

- **J4** Marketing Elective I
  - Term: 
  - Grade: 
  - Credit: 

- **J5** Marketing Elective II
  - Term: 
  - Grade: 
  - Credit: 

- **J6** Marketing Elective III
  - Term: 
  - Grade: 
  - Credit: 

### Area K: Business Electives (9 Credit Hours)**

- **K1** CMAT 2460; MKTG 3200, 3600, 3620, 3630, 3650, 3705, 3750, 377
  - Term: 
  - Grade: 
  - Credit: 

- **K2** MATH 1400
  - Term: 
  - Grade: 
  - Credit: 

- **K3** ENG 2790
  - Term: 
  - Grade: 
  - Credit: 

### Senior Exit Interview

### Standardized Field Test Examination.

**Grade of C or higher required for all Area I, J, and K.

*** Satisfies Requirement for CPA Exam Prerequisites

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UNOFFICIAL EVALUATION UNTIL VERIFIED WITH THE OFFICE OF EVALUATIONS Please check the latest Undergraduate Catalog often as classes may change Date: Nov. 2013
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