

MARKETING MAJOR

Sales Marketing Concentration

This worksheet is a guide to supplement your degree audit in Degree Works. All students need 32 FSU course-credits to graduate. For students who change majors or enter FSU with transfer credits your degree audit may appear differently, as previous coursework could fulfill Domains and Free Electives. Please see your Advisor and/or The Advising Center with any questions.

DOMAIN GENERAL EDUCATION (11 Courses Required):

The FSU General Education program consists of 11 requirements. In the Marketing major Domain III-C is satisfied through completion of the major (X). Three (3) additional subdomains are met by specific courses in the major (see below), leaving ***seven (7) courses to be completed*** to satisfy the remaining General Education subdomains through courses taken outside the major department. Only courses designated (Gen. Ed. Domain) after the course title will meet General Education requirements. Please refer to the catalog (p. 360) for full information.

Common Core

- _____ A. ENWR 110 Composition II
 _____ B. MATH/STAT XXX (credit-bearing): STAT 107*

Domain I

- _____ A. Creative Arts: _____
 _____ B. Humanities: _____
 _____ C. Language: _____

Domain II

- _____ A. Analysis, Modeling, Problem-Solving: BUAN 204
 _____ B. Natural Sciences (2): Non-Lab Science: _____
 _____ Lab Science: _____

Domain III

- _____ A. Perspectives on the Past: _____
 _____ B. Perspectives on Contemporary World: ECON 102*
 _____ X _____ C. Global Competency, Ethical Reasoning,
 and/or Human Diversity

X = Fulfilled through completion of major
 * = Required course in the major

MAJOR COURSES (19):

Required Core Courses (12):

_____	ACCT 220	Introduction to Financial Accounting
_____	ACCT 221	Introduction to Managerial Accounting
_____	BUAN 204	Analytical Techniques for Business (II-A)**
_____	BUIS 200	Introduction to Business Systems
_____	ECON 101	Principles of Macroeconomics
_____	ECON 102	Principles of Microeconomics (III-B)**
_____	FINA 248	Managerial Finance
_____	MGMT 215	Legal Environment of Business
_____	MGMT 280	Organizational Behavior
_____	MGMT 372	Operations Management
_____	MRKT 181	Marketing Principles
_____	STAT 107	Business Statistics (CC-B)**

** *Fulfills a General Education requirement.*

Required Capstone Course (1):

_____	MRKT 480	Strategic Marketing
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Sales Marketing Concentration (6):

_____	MRKT 240	Consumer Behavior
_____	MRKT 301	Brand Management
_____	MRKT 308	Digital and Social Media Marketing
_____	SMKT 212	Sales Skills
_____	SMKT 312	Advanced Sales Skills
_____	SMKT 360	Sales Management and Leadership

FREE ELECTIVES (1-6): May be used toward a minor

