

MARKETING MAJOR

Sales Marketing Concentration

This worksheet is a guide to supplement your degree audit in Degree Works. All students need a minimum of 30 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 Undergraduate Catalog 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*
- 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 (13):

| | |
|----------|---|
| 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:

MRKT 480 Strategic Marketing

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 (0-4):