

MARKETING, BACHELOR OF SCIENCE (B.S.)

Junior Year		Credit Hours
COBU 300	Principles of Finance	3
COBU 301	Principles of Marketing	3
COBU 303	Business Information Systems	3
COBU 305	Operations Management	3
COBU 306	Business Analytics I	3
Restricted Elective	MKTG Course	3
Restricted Elective	MKTG Course	3
Restricted Elective	MKTG Course	3
MKTG 303	Integrated Marketing Comm	3
MKTG 305	Brand Management	3
MKTG 306	Mktg Channels Physical Distr M	3
Credit Hours		33
Senior Year		
COBU 400	Organization Policy & Strategy	3
COBU 406	Business Analytics II	3
COBU 410	Global Business Perspectives	3
COBU 415	Special Topics Service Learnin	2
MKTG 401	Marketing Research	3
MKTG 404	Consumer Behavior	3
Restricted Elective	MKTG Course	3
Restricted Elective	Business Course	3
Restricted Elective	Business Course	3
MKTG 489	Strategic Marketing	3
Credit Hours		29
Total Credit Hours		62

General Education Requirements for the B.S. Degree

Code	Title	Credit Hours
GE English Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#geenglishselectivestext)		
GE Global Studies Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#geglobalstudiestext)		
GE History Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#gehistoryelectivestext)		
GE Humanities Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#geselectivestext)		
GE Literature Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#geliteratureelectivestext)		
GE Science Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#gescienceelectivestext)		
GE Social Science Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#gesocialscienceelectivestext)		
GE Wellness/Health Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#gewellnesshealthtext)		
GE Mathematics Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#gemathematicsselectivestext)		

Total Requirements Semester Hours: 33

A single course may simultaneously fulfill a general education requirement and a departmental or major/minor requirement. A single course cannot be

used to fulfill more than one general education requirement. Department or major/minor areas may opt to exceed the minimum credit hour requirements above.

Code	Title	Credit Hours
COBU 101	Introduction to Business	3
COBU 111	Professional Enhance/Career De	1
COBU 155	Information Systems & Tech I	3
COBU 170	Legal, Ethical & Digital Envir	3
COBU 201	Introductory Accounting I	3
COBU 202	Introductory Accounting II	3
COBU 210	Financial Economics	3
COBU 220	Financial Managerial Economics	3
COBU 260	Business Statistics	3
COBU 302	Organization & Management	3
Total Credit Hours		28

Code	Title	Credit Hours
COBU 300	Principles of Finance	3
COBU 303	Business Information Systems	3
COBU 305	Operations Management	3
COBU 306	Business Analytics I	3
COBU 400	Organization Policy & Strategy	3
COBU 415	Special Topics Service Learnin	2
COBU 301	Principles of Marketing	3
MKTG 303	Integrated Marketing Comm	3
MKTG 305	Brand Management	3
MKTG 401	Marketing Research	3
MKTG 404	Consumer Behavior	3
MKTG 407	Digital Marketing Analytics	3
MKTG 489	Strategic Marketing	3
COBU 410	Global Business Perspectives	3
Total Credit Hours		41

Code	Title	Credit Hours
Restricted Electives		18
Unrestricted Electives		0
Total Credit Hours		18

Code	Title	Credit Hours
General Education		33
Core Requirements		28
Major/Concentration Requirements		41
Electives		18
Total Credit Hours		120