



Marketing, B.B.A.

Core IMPACTS Curriculum	HRS	GR
Core IMPACTS Area I - Institutional Priorities	4-5	
1. Written and Oral Communication One of the following is required of all majors. Choose from the following: ART 2000, ANTH 110, COMM 1100, COMM 1110, ENGL 2000, ENGL 2050 (or) THEA 2050, PHIL 2020, or any international language 1001, 1002	3	
2. Other Institutional Options ANTH 1100, BUSA 1900, CS 1000, LIBR 2100, MUSC 1110, XIDS 2001, XIDS 2002	1-2	
Core IMPACTS Area M - Mathematics and Quantitative Skills	3	
Choose one of the following based on major: MATH 1111 or MATH 1113	3-4	
Core IMPACTS Area P - Political Science and U.S. History (Citizenship)	6	
1. American / United States History HIST 2111 or 2112	3	
2. American / Georgia Government POLS 1101	3	
Core IMPACTS Area A - Arts, Humanities & Ethics (Humanities)	6	
1. Fine Arts XIDS 2100, ART 1201, ART 2201, ART 2202, FILM 2080, MUSC 1100, MUSC 1120, THEA 1100	3	
2. Humanities XIDS 2100, COMM 1154, ENGL 2110, ENGL 2120, ENGL 2130, ENGL 2180, ENGL 2190, FREN 1001, GRMN 1001, SPAN 1001, FREN 1002, GRMN 1002, SPAN 1002, FREN 2001, GRMN 2001, SPAN 2001, FREN 2002, GRMN 2002, SPAN 2002, FORL 2200, FORL 2300, PHIL 2010, PHIL 2030	3	
Core IMPACTS Area C - Communicating in Writing	6	
ENGL 1101	3	
ENGL 1102	3	
Core IMPACTS Area T - Technology, Mathematics, and Sciences (STEM)	10-11	
1. Science Courses ANTH 1105, ASTR 2313(L), BIOL 1010(K)(L), BIOL 1012, BIOL 1013, BIOL 1014, BIOL 1015, BIOL 1107(L), BIOL 1108(L), CHEM 1100(L), CHEM 1151(L), CHEM 1152(L), CHEM 1211(K)(L), CHEM 1212(K)(L), CHEM 1230K, GEOG 1111, GEOG 1112(L), GEOG 1113(L), GEOG 2202(L), GEOG 2553, GEOL 1121(L), GEOL 1122(L), GEOL 1123(L), GEOL 2503, GEOL 2523, GEOL 2553, PHYS 1111(L), PHYS 1112(L), PHYS 2211(L), PHYS 2212(L), XIDS 2202	7-8	
2. Mathematics, Science, and Quantitative Technology Courses CS 1030, CS 1300, DATA 1501, MATH 1401, MATH 1413, MATH 1634, MATH 2644	3-4	
Core IMPACTS Area S - Social Sciences	6	
1. World History HIST 1111 or 1112	3	
2. Social Science Elective Courses ANTH 1004, ANTH 1102, CRIM 1100, ECON 2100, ECON 2105, ECON 2106, GEOG 1013, GEOG 2503, PHIL 2130, POLS 2201, PSYC 1101, SOCI 1101, SOCI 1160, XIDS 2300, XIDS 2301	3	

Field of Study	HRS	GR
ACCT 2101 (Principles of Accounting I)	3	
ACCT 2102 (Principles of Accounting II)	3	
ECON 2105 (Principles of Macroeconomics)	3	
ECON 2106 (Principles of Microeconomics)	3	
BUSA 2106 (Legal and Ethical Environment of Business)	3	
CISM 2201 (Foundations of Spreadsheet Analysis)	3	

Major Course Options	HRS	GR
Business Core	27	
ABED 3100 (Business Communication)	3	
CISM 3330 (Management of Information Systems)	3	
ECON 3402 (Statistics for Business I)	3	
ECON 3406 (Statistics for Business II)	3	
FINC 3511 (Corporate Finance)	3	
MGNT 3600 (Principles of Management)	3	
MGNT 3615 (Operations Management)	3	
MKTG 3803 (Principles of Marketing)	3	
International Select	3	
ECON 4450, FINC 4521, MKTG 4866, MGNT 4625		
Major Courses	24	
MKTG 3808 (Business Research)	3	
MKTG 4864 (Consumer Behavior)	3	
MKTG 4870 (Marketing Management)	3	
MGNT 4660 (Strategic Management)	3	
Four courses from: MKTG 3801, MKTG 3809, MKTG 3810, MKTG 3839, MKTG 4818, MKTG 4823, MKTG 4868, MKTG 4881, MKTG 4885, MKTG 4805, MKTG 4808, MKTG 4831, MKTG 4861, MKTG 4866, RELE 3705, MKTG 3805	12	
Electives (At least two electives must be taken in the RCOB)	9	
Total	120	