



Mississippi College

A CHRISTIAN UNIVERSITY

MARKETING MAJOR

Accelerated Degree Program

<u>Non-Business Core</u>	<u>Hrs.</u>	<u>Grades</u>	<u>Business Core</u>	<u>Hrs.</u>	<u>Grades</u>
ENG 101; ENG 102	6	___	ACC 201; ACC 202	6	___
ENG 211, 212, 213	6	___	ECO 231; ECO 232	6	___
HIS 101-102 or HIS 211-212	6	___	GBU 321(Bus. Comm.)	3	___
BIB 110; BIB 120	6	___	GBU 355(Global Dimen.)	3	___
Science	6	___	MIS 327 (Mgt.Inf.Sys.)	3	___
MAT 205, 206, or 121	3	___	FIN 341 (Bus. Finance)	3	___
Social Science*	3	___	MGT 371 (Prin. Mgt.)	3	___
ART, MUS, or THE, 125	3	___	GBU 451 (Law and Ethics)	3	___
COM 203 (Communications)	3	___	MGT 471 (Strategic Mgt.)	3	___
ENG 099 Test or ENG 299 Class		___	MGT 475 (Production Mgt.)	3	___
*PSY 201, PLS 201, SOC 205, SOC 207, FLG 205		___	MKT 381 (Prin. Mkt.)	3	___
		___	GBU 351 (Bus. Statistics)	3	___
Total Non-Business Core	42		Total Business Core	42	
 <u>Major Requirements</u>			 <u>General Electives</u>		
MKT 481 (Consumer Behavior)	3	___	Non-Bus. _____	3	___
MKT 485 (Int. Mkt. Comm.)	3	___	Non-Bus. _____	3	___
MKT 486 (Mkt. Strategy)	3	___	_____	3	___
MKT 383 (Personal Selling)	3	___	_____	3	___
MKT 384 (Mkt. Mgt.)	3	___	_____	3	___
MKT 429 (Mkt. Research)	3	___	_____	3	___
CHOOSE ONE FROM FOLLOWING:			_____	3	___
COM 403 (Negotiation)	3	___	_____	3	___
COM 443 (Public Relations)	3	___	_____	3	___
COM 446 (Media Sales)	3	___	_____	___	___
Total Major Requirements	21		Total General Electives	25	
			Total Semester Hours for Graduation	130	