TROY UNIVERSITY ™

My Degree Map
COLLEGE OF BUSINESS APPROVED ACADEMIC PLAN
GLOBAL BUSINESS MAJOR-MARKETING CONCENTRATION
PROGRAM YEAR 2024-25

	TERM 1		TERM 2		TERM 3		TERM 4		TERM 5	
1ST YEAR	AREA III MTH COURSE	3	ECO 2251	3	ENG 1102/04	3	ECO 2252	3	AREAII FINE ARTS COURSE	3
	ENG 1101/03	3	IS 2241	3	AREA III SCI/LAB COURSE	3/1	AREA II HUM/FA COURSE	3	AREA IV HIS COURSE	3
	TROY 1101 OR TROY 1105	1	BUS 1110	1						
	TOTAL	**7**	**TOTAL**	**7**	**TOTAL**	**7**	**TOTAL**	**6**	**TOTAL**	**6**
	TERM 1		TERM 2		TERM 3		TERM 4		TERM 5	
2ND YEAR	AREA II LIT COURSE	3	ACT 2291	3	RMI 2201	3	AREA IV SS COURSE	3	MGT 3300	3
	AREA III SCI/LAB COURSE	3/1	LAW 2221	3	AREA II HUM/FA COURSE	3	QM 2241	3	MKT 3300	3
									TO CONTINUE, STUDENTS MUST BE ADMITTED TO THE SCOB.	
	TOTAL	**7**	**TOTAL**	**6**	**TOTAL**	**6**	**TOTAL**	**6**	**TOTAL**	**6**
	TERM 1		TERM 2		TERM 3		TERM 4		TERM 5	
3RD YEAR	FIN 3331	3	BUS 3382	3	REQ GLOBAL BUS COURSE	3	REQ CONCENTRATION COURSE	3	REQ CONCENTRATION ELEC	3
	QM 3345	3	IS 3310	3	REQ GLOBAL BUS COURSE	3	FREE ELEC	2	REQ CONCENTRATION ELEC	3
	BUS 2215	3								
	TOTAL	**9**	**TOTAL**	**6**	**TOTAL**	**6**	**TOTAL**	**5**	**TOTAL**	**6**
	TERM 1		TERM 2		TERM 3		TERM 4		TERM 5	
4TH YEAR	REQ GLOBAL BUS COURSE	3	REQ CONCENTRATION COURSE	3	APPROVED UPPER BUS ELEC	3	BUS 4476	3		
	REQ GLOBAL BUS COURSE	3	REQ CONCENTRATION COURSE	3	MGT 4478	3	MKT 4469 (CONCENTRATION CAPSTONE)	3		
		SUBMIT GRADUATION APPLICATION								
	TOTAL	**6**	**TOTAL**	**6**	**TOTAL**	**6**	**TOTAL**	**6**		
									TOTAL PROGRAM	**120**

COLLEGE OF BUSINESS APPROVED ACADEMIC PLAN
GLOBAL BUSINESS MAJOR–MARKETING CONCENTRATION
PROGRAM YEAR 2024-25

COMPLETE ALL REQUIREMENTS **(45 HOURS)**

AREA I

TAKE THE FOLLOWING COURSES:			
ENG	1101	COMP AND MODERN ENGLISH I	3 HOURS
ENG	1102	COMP AND MODERN ENGLISH II	3 HOURS

MINIMUM GRADE OF "C" REQ

AREA II

TAKE ANY 1000 2000 LEVEL COURSE IN LITERATURE	3 HOURS
TAKE ANY 1000 2000 LEVEL COURSE WITH AN EXPANDED HISTORICAL AND CULTURAL SCOPE IN FINE ARTS, INCLUDING THE DISCIPLINES OF ART, MUSIC, THEATRE, FILM, OR OTHER FINE ARTS AREA.	3 HOURS
TAKE ANY TWO 1000 2000 LEVEL COURSES WITH AN EXPANDED HISTORICAL AND CULTURAL SCOPE IN THE HUMANITIES/FINE ARTS DISCIPLINES, INCLUDING ENGLISH, FOREIGN LANGUAGES, RELIGION, NURSING, PHILOSOPHY, CLASSICS, THEATRE, MUSIC, DANCE, COMMUNICATION, SIGN LANGUAGE, INTERDISCIPLINARY STUDIES, OR OTHER HUMANITIES/FINE ARTS AREAS.	6 HOURS

NOTE: A SEQUENCE IN LITERATURE OR HISTORY IS REQ. WHEN SELECTING COURSEWORK IN AREAS II OR IV, PLEASE CONSIDER THIS REQUIREMENT.

AREA III

TAKE MTH 1108, MTH 1112, OR MTH 1125	3 HOURS
MINIMUM GRADE OF "C" REQ	
TAKE ANY TWO 1000-2000 LEVEL SCIENCE CLASSES (CLASS AND CORRESPONDING LAB) FROM THE FOLLOWING SCIENCE DISCIPLINES: BIOLOGY, CHEMISTRY, PHYSICS, PHYSICAL SCIENCE, OR OTHER SCIENCE AREAS.	8 HOURS

AREA IV

TAKE ANY 1000-2000 LEVEL COURSE WITH A PRIMARY FOCUS IN HISTORY	3 HOURS
ECO 2251 PRINCIPLES OF MACROECONOMICS	3 HOURS
ECO 2252 PRINCIPLES OF MICROECONOMICS	3 HOURS
TAKE ONE 1000-2000 LEVEL COURSE FROM THE FOLLOWING SOCIAL SCIENCE DISCIPLINES: ANTHROPOLOGY, BUSINESS, CRIMINAL JUSTICE, ECONOMICS, GEOGRAPHY, HISTORY, HUMAN SERVICES, LEADERSHIP, HOSPITALITY, SPORT, & TOURISM MANAGEMENT, INTERDISCIPLINARY STUDIES, NURSING, POLITICAL SCIENCE, PSYCHOLOGY, NUTRITION, RELIGION, SOCIAL WORK, SOCIOLOGY, OR OTHER SOCIAL SCIENCE AREAS.	3 HOURS

NOTE: A SEQUENCE IN LITERATURE OR HISTORY IS REQ. WHEN SELECTING COURSEWORK IN AREAS II OR IV, PLEASE CONSIDER THIS REQUIREMENT.

AREA V

IS	2241	COMPUTER CONCEPTS AND APPLICATIONS	3 HOURS
TROY	1101 OR TROY 1105		1 HOUR

EVERY REASONABLE ATTEMPT TO ENSURE ACCURACY HAS BEEN MADE. SOME COURSES (SUCH AS DEVELOPMENTAL OR PRE-REQUISITE COURSES) ARE NOT REFLECTED IN THIS DEGREE MAP. COMPLETION OF DEGREE REQUIREMENTS IS BASED ON THE SPECIFIC CATALOG YEAR FOR EACH STUDENT.A MINIMUM OF 120 HOURS IS REQUIRED FOR ALL BACCALAUREATE DEGREE PROGRAMS. AT LEAST 25% OF THE CREDIT HOURS REQUIRED FOR THE DEGREE MUST BE COMPLETED IN RESIDENCY WITH TROY UNIVERSITY.AT LEAST 12 SEMESTER HOURS OF RESIDENCY MUST BE COMPLETED IN EACH MAJOR FIELD(S) OF STUDY.A MINIMUM GPA OF 2.0 OVERALL AND IN THE MAJOR IS REQUIRED TO GRADUATE.NOTE: PLEASE CONSULT THE COLLEGE OF BUSINESS OR CURRENT CATALOG FOR OTHER REQUIREMENTS NOT COVERED IN THIS DOCUMENT.NOTES: A SEQUENCE IN LITERATURE OR HISTORY IS REQUIRED. PLEASE CONSIDER THIS REQUIREMENT. WHEN SELECTING COURSEWORK IN AREAS II OR IV.

COLLEGE OF BUSINESS APPROVED ACADEMIC PLAN
GLOBAL BUSINESS MAJOR–MARKETING CONCENTRATION
PROGRAM YEAR 2024-25

BUSINESS CORE **(37 HOURS)**

MINIMUM GRADE OF 'C' REQUIRED IN ALL BUSINESS CORE COURSES, UNLESS COMPLETED AT TROY. STUDENTS MUST HAVE A 2.0 AVERAGE IN ALL OF THE FOLLOWING LOWER-LEVEL BUSINESS COURSES BEFORE BEING ADMITTED TO THE BUSINESS PROGRAM: IS 2241, ACT 2291, BUS 2215, ECO 2251/2252, QM 2241, RMI 2201, LAW 2221, MGT 3300, MKT 3300.

LOWER-LEVEL CORE

TAKE THE FOLLOWING COURSES:

BUS	1110	ORIENTATION TO SCOB	1 HOUR
ACT	2291	PRINCIPLES OF ACCOUNTING I	3 HOURS
BUS	2215	RESEARCH FOR BUSINESS PROFESSIONALS	3 HOURS
LAW	2221	LEGAL ENVIRONMENT OF BUSINESS	3 HOURS
QM	2241	BUSINESS STATISTICS AND DATA ANALYTICS	3 HOURS
MGT	3300	PRINCIPLES OF MANAGEMENT	3 HOURS
MKT	3300	PRINCIPLES OF MARKETING	3 HOURS
RMI	2201	INTRO TO RISK IN BUSINESS	3 HOURS

UPPER-LEVEL CORE

BUS	3382	BUSINESS COMMUNICATION	3 HOURS
FIN	3331	MANAGERIAL FINANCE	3 HOURS
IS	3310	INTRODUCTION TO INFO SYSTEMS & DATA ANALYTICS	3 HOURS
QM	3345	OPERATIONS MANAGEMENT	3 HOURS
BUS	4476	STRATEGIC MANAGEMENT	3 HOURS

GLOBAL BUSINESS MAJOR **(18 HOURS)**

TAKE THE FOLLOWING COURSES:

ECO	4451	ECONOMICS OF GLOBALIZATION	3 HOURS
HRM	3375	GLOBAL HUMAN RESOURCE MANAGEMENT	3 HOURS
MGT	4472	ORGANIZATIONAL BEHAVIOR	3 HOURS
MKT	4468	GLOBAL MARKETING	3 HOURS
MGT	4478	MANAGING IN A GLOBAL ENVIRONMENT	3 HOURS
UPPER-LEVEL APPROVED BUSINESS ELECTIVE			3 HOURS

MARKETING CONCENTRATION **(18 HOURS)**

MKT	3364	PRODUCT AND SERVICE INNOVATION	3 HOURS
MKT	4462	CONSUMER BEHAVIOR	3 HOURS
MKT	4464	MARKETING RESEARCH	3 HOURS
MKT	4469	MARKETING MANAGEMENT	3 HOURS

TAKE TWO UPPER-LEVEL MARKETING ELECTIVES — 6 HOURS
OR
TAKE ONE UPPER-LEVEL MARKETING ELECTIVE AND ONE UPPER-LEVEL BUSINESS ELECTIVE

FREE ELECTIVES REQUIREMENT **(2 HOURS)**

TAKE 2 SEMESTER HOURS OF FREE ELECTIVE CREDIT — 2 HOURS

MY DEGREE MAP SERVES AS A GUIDE TO ASSIST YOU WITH THE PROPER SEQUENCE AND SELECTION OF COURSES. IT DOES NOT REPLACE YOUR PROGRAM EVALUATION, WHICH DEPICTS THE OFFICIAL DOCUMENT USED TO CLEAR STUDENTS FOR GRADUATION. MY DEGREE MAP INCLUDES THE REQUIRED COURSE WORK AND SUGGESTED SEQUENCE OF COURSES FOR A PARTICULAR DEGREE PROGRAM. EVERY REASONABLE ATTEMPT HAS BEEN MADE TO ENSURE ACCURACY OF CONTENT. PLEASE KEEP IN MIND THAT SOME COURSES, SUCH AS DEVELOPMENTAL OR PRE-REQUISITE COURSES, ARE NOT REFLECTED IN MY DEGREE MAP. COMPLETION OF DEGREE REQUIREMENTS IS BASED ON THE SPECIFIC CATALOG YEAR UNDER WHICH YOU WERE ADMITTED TO TROY. PLEASE CONSULT THE COLLEGE CATALOG, YOUR ACADEMIC ADVISOR, YOUR SPECIFIC SCHOOL, DEPARTMENT, OR YOUR PROGRAM EVALUATION FOR ANY ADDITIONAL REQUIREMENTS.