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

1ST YEAR				
1ST SEMESTER	**HRS**	**2ND SEMESTER**		**HRS**
BUS 1110	1	ENG 1102/04		3
TROY 1101 OR TROY 1105	1	AREA III SCI/LAB COURSE		3/1
ENG 1101/03	3	AREA II HUM/FA COURSE		3
AREA III MTH COURSE	3	AREA IV HIS COURSE		3
IS 2241	3	ECO 2252		3
AREA II FINE ARTS COURSE	3			
ECO 2251	3			
TOTAL	**17**		**TOTAL**	**16**
2ND YEAR				
3RD SEMESTER	**HRS**	**4TH SEMESTER**		**HRS**
AREA II LIT COURSE	3	AREA II HUM/FA COURSE		3
LAW 2221	3	AREA IV SS COURSE		3
AREA III SCI/LAB COURSE	3/1	QM 2241		3
ACT 2291	3	RMI 2201		3
MGT 3300	3	MKT 3300		3
TOTAL	**16**		**TOTAL**	**15**
		TO CONTINUE, STUDENTS MUST BE ADMITTED TO THE SCOB.		
3RD YEAR				
5TH SEMESTER	**HRS**	**6TH SEMESTER**		**HRS**
FIN 3331	3	REQ GLOBAL BUS COURSE		3
BUS 2215	3	REQ GLOBAL BUS COURSE		3
QM 3345	3	REQ CONCENTRATION COURSE		3
BUS 3382	3	REQ CONCENTRATION COURSE		3
IS 3310	3	REQ CONCENTRATION ELEC		3
TOTAL	**15**		**TOTAL**	**15**
4TH YEAR				
7TH SEMESTER	**HRS**	**8TH SEMESTER**		**HRS**
FREE ELEC	2	BUS 4476		3
REQ GLOBAL BUS COURSE	3	MGT 4478		3
REQ GLOBAL BUS COURSE	3	MKT 4469 (CONCENTRATION CAPSTONE)		3
REQ CONCENTRATION COURSE	3	APPROVED UPPER BUS ELEC		3
REQ CONCENTRATION ELEC	3			
SUBMIT GRADUATION APPLICATION				
TOTAL	**14**		**TOTAL**	12
			TOTAL PROGRAM	120

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   3 HOURS
AND CULTURAL SCOPE IN FINE ARTS, INCLUDING THE DISCIPLINES OF
ART, MUSIC, THEATRE, FILM, OR OTHER FINE ARTS AREA.

TAKE ANY TWO 1000 2000 LEVEL COURSES WITH AN EXPANDED   6 HOURS
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.

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   8 HOURS
AND CORRESPONDING LAB) FROM THE FOLLOWING SCIENCE
DISCIPLINES: BIOLOGY, CHEMISTRY, PHYSICS, PHYSICAL SCIENCE, OR OTHER
SCIENCE AREAS.

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   3 HOURS
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.

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

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