

AS, Business Administration to BS, Marketing

Area I - Written Composition (6 hrs)

ENG 101 English Composition I (3 hrs)
ENG 102 English Composition II (3 hrs)

Area II - Humanities and Fine Arts (12 hrs)

*Literature (3-6 hrs)
Fine Arts (3 hrs)
Humanities, Fine Arts, Literature (3-6 hrs)

Area III - Natural Sciences and Mathematics (11 hrs)

Natural Science and Lab (8 hrs)
MTH 112 Pre-calculus Algebra (3 hrs)

Area IV- History, Social, and Behavioral Sciences (12-15 hrs)

*History (3-6 hrs)
Social or Behavioral Science Elective (3 hrs)
ECO 231 Principles of Macroeconomics (3 hrs)
ECO 232 Principles of Microeconomics (3 hrs)

Area V - Professional, Major, and Electives (19 hrs)

**ORI 101 Orientation to College (1 hr)
CIS 146 Microcomputer Applications (3 hrs)
BUS 241 Principles of Accounting I (3 hrs)
BUS 242 Principles of Accounting II (3 hrs)
BUS 263 The Legal and Social Environment of Business (3 hrs)
BUS 271 Business Statistics I (3 hrs)
BUS 272 Business Statistics II (3 hrs)

*Must complete a two-course sequence in either Literature or History

**Transfers as general elective.

Total at GSCC = 60 hrs

Upper Level Business Core (30 hrs)

CBA 350 Business Communications (3 hrs)
CBA 390 Operations Management (3 hrs)
CBA 396 International Business (3 hrs)
EC 303 Money and Banking (3 hrs)
FIN 301 Business Finance (3 hrs)
IME 375 E-commerce (3 hrs)
MGT 301 Principles of Management (3 hrs)
CBA 330 Business Professionalism (3 hrs)
MKT 301 Principles of Marketing (3 hrs)
*CBA 469 Business Policy (3 hrs)
*Requires completion of all 100-300 Business Core

Other required courses (3 hrs)

EH 141 Oral Communication (3 hrs)

Marketing Major Courses (24 hrs)

MKT 361 Sales/Sales Force Management (3 hrs)
MKT 378 Consumer Behavior (3 hrs)
MKT 395 Business to Business Marketing (3 hrs)
MKT 488 Advertising and Promotions (3 hrs)
MKT 495 Marketing Management (3 hrs)
MKT 497 Market Research (3 hrs)
MKT electives (6 hrs)
Approved MKT major electives: Any MKT course not listed as a requirement; All MGT courses 330-496 excluding MKT 489; FIN 300, 311, 341, 474; CBA 487, 488; EC 455; IME 380, 420, 450.

General elective courses (3 hrs)

Any 100-499 level course not specifically required for major completion (3 hrs)

Total Hours at JSU: 60 hrs

For more information, contact Mrs. Haas at rhaas@jsu.edu. For students who do not follow the pathway program, or who change their major, the acceptance/transferability of completed coursework may not be honored by JSU other than as required by the Alabama STARS Program.

Student Signature

Date

GSCC Advisor Signature

Date

JSU Advisor Signature

Date