

**MY DEGREE MAP
TROY UNIVERSITY**

**Sorrell College of Business Approved Academic Plan
Global Business/Marketing Major - Program Year 2013-2014**

1 st Semester/Term 1-2		Hours	2 nd Semester/Term 3-4		Hours	3 rd Semester/T5		Hours
Troy 1101 University Orientation	1	ENG 1102/04 Comp/Mod English II	3	Select courses that have not been completed from the previous 2 semesters/ 4 terms or courses such as prerequisite courses or courses to be retaken				
ENG 1101/03 Comp/Mod English I	3	BIO 1100 Principles of Bio and Lab	4					
MTH 2201 Business Calculus	3	ECO 2252 Principles Microeconomics*	3					
ECO 2251 Principles Macroeconomics*	3	ART 1133* or MUS 1131* or DRA 2200	2					
ART 1133* or MUS 1131* or DRA 2200	2	COM 2241 Fundamentals of Speech	3					
LAW 2221 Legal Environment Business	3	History Course from AREA IV	3					
TOTAL	15	TOTAL	18	TOTAL				
3 rd Semester/Term 1-2		Hours	4 th Semester/Term 3-4		Hours	3 rd Semester/T5		Hours
AREA II, Group 3 literature elective	3	AREA II, Group 4 elective**	3	Select courses that have not been completed from the previous 2 semesters/ 4 terms or courses such as prerequisite courses or courses to be retaken				
AREA III, Continued, science elective	4	AREA IV, Group 3 elective**	3					
IS 2241 Computer Concepts/Applications	3	QM 2241 Business Statistics I	3					
ACT 2291 Principles of Accounting I	3	ACT 2292 Principles of Accounting II	3					
MGT 3300 Principles Management	3	MKT 3300 Principles Marketing	3					
		Free Electives	2					
TOTAL	16	TOTAL	17	TOTAL				
5 th Semester/Term 1-2		Hours	6 th Semester/Term 3-4		Hours	3 rd Semester/T5		Hours
FIN 3331 Fund Financial Math	3	FIN 3332 Fund Managerial Finance	3	Select courses that have not been completed from the previous 2 semesters/ 4 terms or courses such as prerequisite courses or courses to be retaken				
BUS 3310 Innovative Pract/Thoughts	1	Required core business course	3					
QM 3345 Operations Management	3	Required core-business course	3					
BUS 3382 Business Communications	3	Required core business course	3					
IS 3310 Global Electronic Business	3	Required major marketing elective	3					
TOTAL	13	TOTAL	15	TOTAL				
7 th Semester/Term 1-2		Hours	8 th Semester/Term 3-4		Hours	3 rd Semester/T5		Hours
Required core business course	3	MGT 4476 Strategic Management	3	Select courses that have not been completed from the previous 2 semesters/ 4 terms or courses such as prerequisite courses or courses to be retaken				
Required core business course	3	Required major marketing course	3					
Required major marketing course	3	Approved major marketing elective	3					

Required major marketing course	3	Approved major marketing elective	3		
Required upper marketing course	3				
	TOTAL		TOTAL	12	TOTAL
Minimum number of hours required for this major :					TOTAL 121 Hours

*Indicates an international scope class (6 hours required)

**A sequence is required in either literature or history. Make selections from AREA II and IV accordingly.

Indicates courses which require approved placement scores

Courses in **BOLD** require a grade of C or above.

A **minimum** of 120 hours is required for all baccalaureate degree programs.

At least 50% of required coursework must be earned at a senior institution.

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 s 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 Sorrell College of Business or current catalog for other requirements not covered in this document.

Approved by the AEC 01/14

General Studies: Global Business – Marketing Major (46 Hours)

Complete all 6 subrequirements

A: AREA I:

ENG-1101 Comp and Modern English I	3 hours
ENG-1102 Comp and Modern English II	3 hours

B. AREA II:

Group 1: Take COM 2241 Fundamentals of Speech	3 hours
Group 2: Select two courses from *ART 1133, *MUS 1131 or DRA 2200	4 hours
Group 3: Take three semester hours from the following: *ENG 2205, *ENG 2206, ENG 2211, ENG 2212, ENG 2244, ENG 2245,	3 hours
Group 4: Take three semester hours from the following: *CLA 2260, *ENG 2205, *ENG 2206, ENG 2211, ENG 2212, ENG 2244, ENG 2245, *FRN 1101,	3 hours

*GER 1121, *GRK 1111, IDS 2200, *LAT 1131,
PHI 2203, PHI 2204, *ANT 2280 or *SPN 1141

C. AREA III:

Group 1: Take BIO 1100/L 100 General Biology w/Lab 3/1 hours

Group 2: **Take MTH 2201 Business Calculus 3 hours**

Area III: CONTINUED Select one course with corresponding
lab: CHM 1142/L142, PHY 2252/L252,
SCI 2233/L233, SCI 2234/L234 3/1 hours

D. AREA IV:

Group 1: Take the following:

***ECO 2251 Macroeconomics 3 hours**

***ECO 2252 Microeconomics 3 hours**

Group 2: Take three semester hours from the following:
HIS 1101, HIS 1102, HIS 1111, HIS 1112,
* HIS 1122 or *HIS 1123 3 hours

Group 3: Take three semester hours from the following:
*ANT 2200, *GEO 2210, HIS 1101, HIS 1102,
HIS 1111, HIS 1112, *HIS 1122, HIS *1123,
POL 2260, POL 2241, PSY 2200, PSY 2210,
IDS 2200, LDR 1100, or SOC 2275 3 hours

E. AREA V:

Take the following courses:

IS 2241 Computer Concepts & Applications 3 hours

TROY 1101 University Orientation 1 hour

1. Business Administration Major Core - Program Year 2013-14 (37 hours)

Take the following Business courses:

ACT 2291	Principles of Accounting 1	3 hours
ACT 2292	Principles of Accounting II	3 hours
LAW 2221	Legal Environment of Business	3 hours
QM 2241	Business Statistics I	3 hours
MGT 3300	Principles of Management	3 hours
MKT 3300	Principles of Marketing	3 hours
BUS 3310	Innovative Practices	1 hours
BUS 3382	Business Communications	3 hours
FIN 3331	Funds of Financial Math	3 hours
FIN 3332	Funds of Managerial Finance	3 hours
QM 3345	Operations Management	3 hours
BUS 4474	Business and Society	3 hours
MGT 4476	Strategic Management	3 hours

2. Marketing Concentration (36 hours)

ECO 4451	International Trade	3 hours
IS 3310	Global Electronic Business	3 hours
MGT 3375	Global Human Resource Mgt	3 hours
MGT 4471	Leadership and Change	3 hours
MKT 4468	Global Marketing	3 hours
MGT 4478	Managing in a Global Environ	3 hours
MKT 3364	Services Marketing	3 hours
MKT 4462	Consumer Behavior	3 hours
MKT 4464	Marketing Research	3 hours
MKT 4469	Marketing Management	3 hours

Take two courses from the following 6 hours

MKT 3362, MKT 4461, MKT 4463, or MKT 4465

3. Free Electives (2 hours)

Select two hours of free electives

2 hours