

HOWARD UNIVERSITY SCHOOL OF BUSINESS

Accredited by AACSB-International

Undergraduate Curriculum

MARKETING

FIRST YEAR

| FIRST SEMESTER | | HRS | SECOND SEMESTER | | HRS |
|-----------------|-----------------------------|-----------|-----------------|--------------------------------|-----------|
| ENGW-XXX | English Writing Requirement | 3 | ENGW-XXX | English Writing Requirement | 3 |
| MATH-010 | College Algebra II * | 4 | MATH-026 | Applied Calculus * | 4 |
| | Foreign Language ① | 3 | | Foreign Language (Level 2+) | 3 |
| HIST-XXX | History Elective ① | 3 | PSYC-050 | Intro to Psychology | 3 |
| INFO-010 | Business Problem Solving | 2 | HHPL-XXX | Physical Education- Activity | 1 |
| MGMT-010 | Business Orientation | <u>1</u> | MGMT-011 | Business Orientation II | <u>1</u> |
| | TOTAL | 16 | | TOTAL | 15 |

SECOND YEAR

| FIRST SEMESTER | | HRS | SECOND SEMESTER | | HRS |
|-----------------|--------------------------------|-----------|-----------------|---------------------------------------|-----------|
| ECON-001 | Principles of Economics I | 3 | ECON-002 | Principles of Economics II | 3 |
| ACCT-201 | Accounting Principles I | 3 | ACCT-202 | Accounting Principles II | 3 |
| INFO-204 | Management Info Systems | 3 | | Literature Elective ① | 3 |
| HHPL-XXX | Physical Education- Health ① | 1 | ECON-180 | Statistics-Bus & Economics | 3 |
| Afro-American | Elective ① | 3 | BCOM-320 | Business Communication | <u>3</u> |
| MGMT-001 | Career Counseling | <u>1</u> | | TOTAL | 15 |
| | TOTAL | 14 | | | |

THIRD YEAR

| FIRST SEMESTER | | HRS | SECOND SEMESTER | | HRS |
|-----------------|--------------------------------------|--------------|-----------------|---|-----------|
| INFO-311 | Quantitative Bus Analysis | 3 | INFO-335 | Production & Operations Mgmt | 3 |
| MKTG-301 | Principles of Marketing | 3 | <i>MKTG-315</i> | <i>Marketing Research</i> | 3 |
| FINA-311 | Finance Principles | 3 | <i>MKTG-310</i> | <i>Consumer Behavior</i> | 3 |
| MGMT-301 | Management & Org Behavior | 3 | BLAW-305 | Business Law I | 3 |
| | Science Elective ① | 3-4 | PHIL-XXX | Philosophy Elective ① | 3 |
| | TOTAL | <u>15-16</u> | | TOTAL | 15 |

FOURTH YEAR

| FIRST SEMESTER | | HRS | SECOND SEMESTER | | HRS |
|-----------------|---------------------------------|-----------|-----------------|--|-----------|
| <i>MKTG-320</i> | <i>Marketing Communications</i> | 3 | <i>MKTG-361</i> | <i>Computer Applications in Mktg</i> | 3 |
| <i>MKTG-XXX</i> | <i>Marketing Elective ②</i> | 3 | <i>MKTG-399</i> | <i><u>Mktg Planning & Strategy</u></i> | 3 |
| MGMT-351 | Entrepreneurship | 3 | <i>MKTG-XXX</i> | <i>Marketing Elective ②</i> | 3 |
| BECN-330 | Managerial Economics | 3 | MGMT-390 | <u>Business Policy</u> | 3 |
| POLS-XXX | Political Science Elective ① | 3 | | Non-Business Elective | 3 |
| | TOTAL | 15 | | TOTAL | 15 |

Minimum semester credits required for GRADUATION: 120

*A GRADE OF "C" OR BETTER MUST BE EARNED IN EACH OF THE TWO REQUIRED MATH COURSES IN ORDER TO FULFILL THE MATH REQUIREMENT AND IN ORDER TO ENROLL IN EACH AND EVERY SCHOOL OF BUSINESS JUNIOR-LEVEL AND SENIOR-LEVEL COURSE. ONLY 4 CREDIT HOURS WILL BE AWARDED FOR EACH REQUIRED MATH COURSE. AN AVERAGE OF AT LEAST A GRADE OF "C" MUST BE EARNED IN ACCOUNTING PRINCIPLES I AND ACCOUNTING PRINCIPLES II.

① See the *General Education Electives Sheet* in order to determine the courses that fulfill these requirements.

② See the *Course Requirements for the Major Sheet* in order to determine the courses that fulfill these requirements.

Course names in **bold** are those courses that comprise the business core. Course names in *italics* are those courses that are required for the major. Many of the courses listed above require prerequisites. For more information see the *Course Prerequisite Information Sheet*. Any student who has enrolled in a course without the proper prerequisite(s) will be withdrawn from the course.

The course *underlined and italicized* is the Capstone for the major. This course integrates specific knowledge and skill sets acquired from previous courses within the discipline and features comprehensive assessments of cumulative student learning.

The course **underlined and in bold** is the Capstone course for the undergraduate business curriculum. This course integrates the knowledge and skills sets acquired from courses in different disciplines and features comprehensive assessments of students' competency in solving complex, interdisciplinary business problems.

SCHOOL OF BUSINESS

COURSE PREREQUISITE INFORMATION SHEET

| BUSINESS CORE COURSE | SUBJECT NAME COURSE NUMBER | PREREQUISITES |
|--|-------------------------------|--|
| BUSINESS ORIENTATION | MGMT 010 | NONE; Offered only in the Fall Semester |
| BUSINESS ORIENTATION II (<i>Effective Fall 2012</i>) | MGMT 011 | Business Orientation I (MGMT 010) |
| CAREER COUNSELING | MGMT 001 | Business Orientation II (MGMT 011) |
| ACCOUNTING PRINCIPLES I | ACCT 201 | College Algebra I (MATH 006); Sophomore Standing |
| ACCOUNTING PRINCIPLES II | ACCT 202 | College Algebra II (MATH 010) <i>or</i> Precalculus (MATH 007) <i>and</i> Accounting Principles I (ACCT 201); Sophomore Standing |
| BUSINESS COMMUNICATION | BCOM 320 | English Writing Requirement (ENGW 101, 102, 104), English Writing Requirement (ENGW 103, 105); Sophomore Standing |
| BUSINESS LAW I | BLAW 305 | Applied Calculus (MATH 026) <i>or</i> Calculus I (MATH 156), Accounting Principles I (ACCT 202), <i>and</i> Business Communication (BCOM 320); Junior Standing |
| MANAGEMENT INFORMATION SYSTEMS | INFO 204 | Business Problem Solving (INFO 010) |
| STATISTICS— BUSINESS & ECONOMICS (COLLEGE OF ARTS & SCIENCES) | ECON 180 | None |
| QUANTITATIVE BUSINESS ANALYSIS | INFO 311 | Applied Calculus (MATH 026) <i>or</i> Calculus I (MATH 156), Statistics- Business & Economics (ECON 180), Management Information System (INFO 204), <i>and</i> Accounting Principles II (ACCT 202); Junior Standing |
| MANAGEMENT AND ORGANIZATIONAL BEHAVIOR (FORMERLY PRINCIPLES OF MANAGEMENT) | MGMT 301 | Applied Calculus (MATH 026) <i>or</i> Calculus I (MATH 156), Principles of Economics I (ECON 001), Principles of Economics II (ECON 002), <i>and</i> Accounting Principles II (ACCT 202); Junior Standing |
| FINANCE PRINCIPLES | FINA 311 | Applied Calculus (MATH 026) <i>or</i> Calculus I (MATH 156), Principles of Economics I (ECON 001), Principles of Economics II (ECON 002), <i>and</i> Accounting Principles II (ACCT 202); Junior Standing |
| PRINCIPLES OF MARKETING | MKTG 301 | Applied Calculus (MATH 026) <i>or</i> Calculus I (MATH 156), Principles of Economics I (ECON 001), Principles of Economics II (ECON 002), <i>and</i> Accounting Principles II (ACCT 202); Junior Standing |
| PRODUCTION & OPERATIONS MANAGEMENT | INFO 335 | Applied Calculus (MATH 026) <i>or</i> Calculus I (MATH 156) <i>and</i> Quantitative Business Analysis (INFO 311); Junior Standing |
| ENTREPRENEURSHIP | MGMT 351 | Applied Calculus (MATH 026) <i>or</i> Calculus I (MATH 156), Finance Principles (FINA 311) <i>or</i> Business Finance (FINA 312), Management <i>and</i> Organizational Behavior (MGMT 301), <i>and</i> Principles of Marketing (MKTG 301); Junior Standing |
| MANAGERIAL ECONOMICS | BECN 330 | Applied Calculus (Math 026) <i>or</i> Calculus I (MATH 156), Principles of Economics I (ECON 001), Principles of Economics II (ECON 002), <i>and</i> Quantitative Business Analysis (INFO 311) |
| BUSINESS POLICY | MGMT 390 | Management and Organizational Behavior (MGMT 301) <i>and</i> Senior Standing |
| MATH PREREQUISITES WILL NOT BE WAIVED. A GRADE OF "C" OR BETTER IS REQUIRED IN ALL MATH COURSES IN ORDER TO ADVANCE TO THE NEXT LEVEL. | | |

NUMBER OF HOURS ACCEPTED IN THE BUSINESS CORE WITH A GRADE OF "F": 0
 NUMBER OF HOURS ACCEPTED IN THE BUSINESS CORE WITH A GRADE OF "D": 6
 NUMBER OF HOURS (INCLUDING THE BUSINESS CORE) ACCEPTED WITH A GRADE OF "D": 21
 NUMBER OF HOURS ACCEPTED IN THE BUSINESS CORE COURSE REQUIRED IN THE MAJOR WITH A GRADE OF "D" OR "F": 0
 NUMBER OF HOURS ACCEPTED IN THE MAJOR REQUIREMENTS WITH A GRADE OF "D" OR "F": 0
 MINIMUM CUMULATIVE GRADE POINT AVERAGE REQUIRED IN THE MAJOR IN ORDER TO GRADUATE: 2.50
 MINIMUM CUMULATIVE GRADE POINT AVERAGE REQUIRED IN ORDER TO GRADUATE: 2.00

FOR MORE INFORMATION ON REQUIREMENTS AND ELECTIVES SEE THE ACADEMIC AND/OR FACULTY ADVISORS.