

# HOWARD UNIVERSITY SCHOOL OF BUSINESS

## Accredited by AACSB-International

### Undergraduate Curriculum

# MARKETING

#### FIRST YEAR

FIRST SEMESTER	HRS	SECOND SEMESTER	HRS
ENGL- 002 Freshman Composition	3	ENGL-003 Freshman Composition	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
<b>MGMT-010 Business Orientation</b>	<u>1</u>	<b>MGMT-011 Business Orientation II</b>	<u>1</u>
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>15</b>

#### SECOND YEAR

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

#### THIRD YEAR

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

#### FOURTH YEAR

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

#### 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.

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>and</i> Accounting Principles I (ACCT 201); Sophomore Standing
BUSINESS COMMUNICATION	BCOM 320	Applied Calculus (MATH 026) <i>or</i> Calculus I (MATH 156), Freshman Composition I (ENGL 002), Freshman Composition II (ENGL 003); Sophomore Standing
BUSINESS LAW I	BLAW 305	Applied Calculus (MATH 026) <i>or</i> Calculus I (MATH 156), Accounting Principles II (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.*