

ADVISING SHEET

2009-2011 Catalog

Business Management- Marketing Concentration COOKEVILLE ONLY

NAME: _____

CWID: _____

PHONE: (WORK) _____ (HOME) _____

MARKETING CONCENTRATION (catalog p.67-68)

E-mail _____

NOTES AND COMMENTS

FIRST YEAR - FALL SEMESTER			
<i>Course No. and Title</i>	<i>Cr.</i>	<i>Term</i>	<i>Prerequisite</i>
ACCT 1104 – Principles of Accounting I	3		DSPM 0800
BUS 1113 – Intro to Business	3		DSPR 0800
ENGL 1010 – English Composition I	3		DSPR 0800 & DSPW 0800
<i>Math Elective, choose one:</i> MATH 1530 OR MATH 1630	3		DSPM 0800
MKT 1400 –Customer Service & Sales	3		DSPR 0800 & DSPE 0700

FIRST YEAR - SPRING SEMESTER			
<i>Course No. and Title</i>	<i>Cr.</i>	<i>Term</i>	<i>Prerequisite</i>
ACCT 1105 – Principles of Accounting II	3		ACCT 1104 (C or higher)
ECON 1111 – Principles of Macroeconomics OR ECON 1121 – Principles of Microeconomics	3		DSPR 0800 & DSPW 0700
SPCH 1010 – Speech	3		ENGL 1010
BUS 2400 – Principles of Management	3		DSPR 0800 & DSPW 0700
<i>HUMANITIES ELECTIVE (see catalog p127 for list)</i>	3		

SECOND YEAR - FALL SEMESTER			
<i>Course No. and Title</i>	<i>Cr.</i>	<i>Term</i>	<i>Prerequisite</i>
BUS 2310 – Business Ethics	3		DSPR 0800 & DSPW 0700
BUS 2650 – Legal Environment of Business	3		DSPR 0800 & DSPW 0700
BUS 2111 – Organizational Behavior	3		DSPR 0800 & DSPW 0700
MKT 2221 – Consumer Behavior ___	3		DSPR 0800 & DSPW 0700 & MKT 2220
<i>TECHNICAL ELECTIVE (any BUS, MKT, ECON, ENTR or BNK course)</i>	3		

SECOND YEAR - SPRING SEMESTER			
<i>Course No. and Title</i>	<i>Cr.</i>	<i>Term</i>	<i>Prerequisite</i>
AIS 1181 – Business Software Applications	3		DSPR 0800 & DSPM 0800
MKT 2220 – Marketing	3		DSPR 0800 & DSPW 0700
BUS 2900 – Management Applications (take during last semester at NSCC as a web course)	3		<i>Take during last semester of studies as a web course.</i>
<i>SOCIAL SCIENCE ELECTIVE (see catalog p127 for list)</i>	3		
<i>TECHNICAL ELECTIVE (any BUS, MKT, ECON,ENTR, or BNK course)</i>	3		