Major: Marketing \$1080/\$1100 (120 hours)

College of Business 2022-2023 Catalog

NAME:						SID#:					
COURSE		<u>GRADE</u>	<u>HRS</u>	<u>POINTS</u>	<u>TR</u>	<u>COURSE</u>	<u>GRADE</u>	<u>HRS</u>	<u>POINTS</u>	<u>TR</u>	
Social & E	Behaviora	l Scienc	<u>ces</u>			Required General	Ed. (39 h	ours)			
(2 of 2 red	quired)					English Composition	<u>on</u>				
ECON	201		3		()	ENGL 105		3		()	
ECON	202		3		()	115		3		()	
						<u>Humanities</u>					
Business (B1		3		()	1
(10 of 10 i						B2		3		()	1
ACCT	205		3		()			3		()	
ACCT	206		3		()	<u>Mathematics</u>					
BLAW	280		3		()	MATH 121		3		()	
FIN	301		3		()	100+		3		()	
ISDS	265		3		()	<u>Science</u>					
ISDS	350		3		()	^a bios		3		()	
ISDS	383		3		()	В		3		()	
MADM	301		3		()	c		3		()	
MADM	480*		3		()	Fine & Performing	Arts Elect	<u>ive</u>			
MKT	301		3		()			3		()	
*MADM 480	Is taken in	the seme	ster of	graduatio	n	Electives					
Major Co	<u>re</u>					(12 of 12 required)					
(3 of 3 red	quired)							3		()	
MKT	310		3		()			3		()	
MKT	401		3		()			3		()	
MKT	445		3		()			3		()	
								3		()	
Concentr	ation or A	Major El	ective	es_				3		()	
(2 of 2 red								3		()	
MKT			3		()			3		()	
MKT			3		()			3		()	
								3		()	
								3		()	
Other Co	lleges Att	ended						3		()	
	-									•	

Undergraduate Business Advisor

GENERAL EDUCATION: Social Sciences: Econ 201 and 202; English Composition: ENGL 105 and 115; Humanities A: ENGL 205, 206, 210, 215, 220, PHIL 105 or 250; Humanities B1 and B2: COMM 130, 135; ENGL 205, 206, 210, 215, 220; HIST 105, 106, 107, 110, 145, 146; MCOM 115, 215, PHIL 105, 250; Mathematics: Math 121, plus any additional MATH 100+; Science A: Bios 101, 104, 105, 106, 107, 108, 109, 110, 120, Science B: ASTR 105, 106, CHEM 106, 121, 124, ENSC 200, GEOL 105, 106, 205, PHSC 105, 106, PHYS 251, 252, 261, 262; Science C: Any Science from list A or B; Fine/Performing Arts: FA 140, 240, 241; MUS 120; THEA 160, 240, 241; FS 101 is required for all first-time freshmen and all transfer students with fewer than 30 total semester hours of credit. Students with more than 30 hours may take an approved elective instead. GPA REQUIREMENTS: Students must have a GPA of 2.0 or greater in the following areas in order to graduate: overall, LSUS, business core, major courses, and all business courses. Students must make a C or better in their major courses and MADM 480.

Major: Marketing with Advertising Design Concentration \$1083 (120 hours)

College of Business 2022-2023 Catalog

NAME:						SID#:				
<u>COURSE</u>		<u>GRADE</u>	HRS	<u>POINTS</u>	<u>TR</u>	<u>COURSE</u>	<u>GRADE</u>	<u>HRS</u>	<u>POINTS</u>	<u>TR</u>
Social & E	Behavior	al Scien	<u>ces</u>			Required General	Ed. (39 h	ours)		
(2 of 2 red			<u>_</u>			English Composition				
ECON	201		3		()	ENGL 105		3		()
ECON	202		3		()	115		3		()
Business	Core				` ,	<u>Humanities</u>				. ,
(10 of 10	required)				Α		3		()
ACCT	205		3		()	B1		3		()
ACCT	206		3		()	B2		3		()
BLAW	280		3		()	<u>Mathematics</u>				
FIN	301		3		()	MATH 121		3		()
ISDS	265		3		()	100+		3		()
ISDS	350		3		()	<u>Science</u>				
ISDS	383		3		()	^A BIOS		3		()
MADM	301		3		()	В		3		()
MADM	480*		3		()	c		3		()
MKT	301		3		()	Fine & Performing	Arts Elect	<u>ive</u>		
*MADM 480	is taken tl	ne semest	er of gro	aduation						
Major Co	<u>re</u>							3		()
(3 of 3 red	quired)					Electives				
MKT	310		3		()	(10 of 10 required)				
MKT	401		3		()			3		()
MKT	445		3		()			3		()
Concentr	ation Co	<u>ore</u>						3		()
(1 of 1 red	quired)							3		()
DA	210		3		()			3		()
Concentr	ation Co	<u>re 2</u>						3		()
(1 of 2 red	quired)							3		()
MKT	305		3		()			3		()
MKT	405		3		()			3		()
Concentr	<u>ration or</u>	Major El	<u>ective</u>	<u>s</u>				3		()
(2 of the t	following	require	d. 1 c	ourse m	iust b	N)				
MKT	305		DA	326		Other Colleges Att	ended			
MKT	405		DA	416						
DA	315		MKT	475						
DA	318		MKT	490		Undergrad	luate Busine	ess Adv	isor	

ESEMBLA EDUCATION: Social Sciences: Econ 201 and 202; English Composition: ENGL 105 and 115; Humanities A: ENGL 205, 206, 210, 215, 220, PHIL 105 or 250; Humanities B1 and B2: COMM 130, 135; ENGL 205, 206, 210, 215, 220; HIST 105, 106, 107, 110, 145, 146; MCOM 115, 215, PHIL 105, 250; Mathematics: Math 121, plus any additional MATH 100+; Science A: Bios 101, 104, 105, 106, 107, 108, 109, 110, 120, Science B: ASTR 105, 106, CHEM 106, 121, 124, ENSC 200, GEOL 105, 106, 205, PHSC 105, 106, PHYS 251, 252, 261, 262; Science C: Any Science from list A or B; Fine/Performing Arts: FA 140, 240, 241; MUS 120; THEA 160, 240, 241; FS 101 is required for all first-time freshmen and all transfer students with fewer than 30 total semester hours of credit. Students with more than 30 hours may take an approved elective instead. GPA REQUIREMENTS: Students must have a GPA of 2.0 or greater in the following areas in order to graduate: overall, LSUS, business core, major courses and all business courses. Students must make a C or better in their major courses and MADM 480.

Louisiana State University in Shreveport Major: Marketing with Advertising Design Concentration \$1083 (120 hours)

College of Business 2022-2023 Catalog

Major: Marketing with Data Analytics Concentration \$1086 (120 hours)

College of Business 2022-2023 Catalog

NAME:				2ID#:					
COURSE	<u>GRADE</u>	HRS POINTS	<u>TR</u>	<u>COURSE</u>	<u>GRADE</u>	<u>HRS</u>	<u>POINTS</u>	<u>TR</u>	<u>.</u>
Social & B	Behavioral Scien	ces		Required General	Ed. (39 ho	urs)			
(2 of 2 rec	quired)			English Compositi	<u>on</u>				
ECON	201	3	()	ENGL 105		3		()
ECON	202	3	()	115		3		()
				<u>Humanities</u>					
Business (<u>Core</u>			Α		3		()
(10 of 10 i	required)			B1	. <u></u>	3		()
ACCT	205	3	()	B2		3		()
ACCT	206	3	()	<u>Mathematics</u>					
BLAW	280	3	()	MATH 121		3		()
FIN	301	3	()	100+		3		()
ISDS	265	3	()	<u>Science</u>					
ISDS	350	3	()	^a bios		3		()
ISDS	383	3	()	В		3		()
MADM	301	3	()	c		3		()
MADM	480*	3	()	Fine & Performing	Arts Electiv	<u>/e</u>			
MKT	301	3	()			3		()
*MADM 480	is taken the semeste	er of graduation		Electives					
Major Co	<u>re</u>			(10 of 10 required)				
(7 of 7 red	quired)					3		()
MKT	310	3	()			3		()
MKT	401	3	()			3		()
MKT	445	3	()			3		()
MKT	435	3	()			3		()
ISDS	410	3	()			3		()
ISDS	415	3	()			3		()
MKT	420	3	()			3		()
						3		()
						3		()
Other Col	lleges Attended								
				Underara	duate Busines	s Advi	isor		

GENERAL EDUCATION: Social Sciences: Econ 201 and 202; English Composition: ENGL 105 and 115; Humanities A: ENGL 205, 206, 210, 215, 220, PHIL 105 or 250; Humanities B1 and B2: COMM 130, 135; ENGL 205, 206, 210, 215, 220; HIST 105, 106, 107, 110, 145, 146; MCOM 115, 215, PHIL 105, 250; Mathematics: Math 121, plus any additional MATH 100+; Science A: Bios 101, 104, 105, 106, 107, 108, 109, 110, 120, Science B: ASTR 105, 106, CHEM 106, 121, 124, ENSC 200, GEOL 105, 106, 205, PHSC 105, 106, PHYS 251, 252, 261, 262; Science C: Any Science from list A or B; Fine/Performing Arts: FA 140, 240, 241; MUS 120; THEA 160, 240, 241; FS 101 is required for all first-time freshmen and all transfer students with fewer than 30 total semester hours of credit. Students with more than 30 hours may take an approved elective instead. GPA REQUIREMENTS: Students must have a GPA of 2.0 or greater in the following areas in order to graduate: overall, LSUS, business core, major courses and all business courses. Students must make a C or better in their major courses and MADM 480.

Major: Marketing wth Hospitality Concentration \$1084 (120 hours)

College of Business 2022-2023 Catalog

NAME:						SID#:					
<u>COURSE</u>		GRADE	<u>HRS</u>	<u>POINTS</u>	<u>TR</u>	<u>COURSE</u>	GRADE	<u>HRS</u>	<u>POINTS</u>	<u>TR</u>	
Social & B	ehavior	al Scienc	<u>ces</u>			Required General	Ed. (39 h	ours)			
(2 of 2 req	juired)					English Composition	<u>n</u>				
ECON	201		3		()	ENGL 105		3		()	
ECON	202		3		()	115		3		()	
						<u>Humanities</u>					
Business C						A		3		()	
(10 of 10 r	equired))				B1		3		()	
ACCT	205		3		()	B2		3		()	
ACCT	206		3		()	<u>Mathematics</u>					
BLAW	280		3		()	MATH 121		3		()	
FIN	301		3		()	100+		3		()	
ISDS	265		3		()	<u>Science</u>					
ISDS	350		3		()	A BIOS		3		()	
ISDS	383		3		()	В		3		()	
MADM	301		3		()	c		3		()	
MADM	480*		3		()	Fine & Performing A	<u> Arts Elect</u>	<u>ive</u>			
MKT	301		3		()			3		()	
*MADM 480		ie semeste	er of gr	aduation		Electives					
Major Co						(10 of 10 required)					
(7 of 7 req	juired)							3		()	
MKT	310		3		()			3		()	
MKT	401		3		()			3		()	
MKT	445		3		()			3		()	
MADM	401		3		()			3		()	
MADM	420		3		()			3		()	
MKT	420		3		()			3		()	
MKT	425		3		()			3		()	
								3		()	
								3		()	
Other Col	leges At	tended							_		_
						Undergrad	luate Busine	ess Adv	isor		

GENERAL EDUCATION: Social Sciences: Econ 201 and 202; English Composition: ENGL 105 and 115; Humanities A: ENGL 205, 206, 210, 215, 220, PHIL 105 or 250; Humanities B1 and B2: COMM 130, 135; ENGL 205, 206, 210, 215, 220; HIST 105, 106, 107, 110, 145, 146; MCOM 115, 215, PHIL 105, 250; Mathematics: Math 121, plus any additional MATH 100+; Science A: Bios 101, 104, 105, 106, 107, 108, 109, 110, 120, Science B: ASTR 105, 106, CHEM 106, 121, 124, ENSC 200, GEOL 105, 106, 205, PHSC 105, 106, PHYS 251, 252, 261, 262; Science C: Any Science from list A or B; Fine/Performing Arts: FA 140, 240, 241; MUS 120; THEA 160, 240, 241; FS 101 is required for all first-time freshmen and all transfer students with fewer than 30 total semester hours of credit. Students with more than 30 hours may take an approved elective instead. GPA REQUIREMENTS: Students must have a GPA of 2.0 or greater in the following areas in order to graduate: overall, LSUS, business core, major courses and all business courses. Students must make a C or better in their major courses and MADM 480.

Major: Marketing with International Business Concentration \$1082 (120 hours)

College of Business 2022-2023 Catalog

NAME:						SID#:				
COURSE		<u>GRADE</u>	<u>HRS</u>	<u>POINTS</u>	<u>TR</u>	<u>COURSE</u>	<u>GRADE</u>	<u>HRS</u>	<u>POINTS</u>	<u>TR</u>
Social & B	ehavior	al Scienc	<u>:es</u>			Required General	Ed. (39 h	ours)		
(2 of 2 req	uired)					English Compositi	<u>on</u>			
ECON	201		3		()	ENGL 105		3		()
ECON	202		3		()	115		3		()
Business C	<u>Core</u>				. ,	<u>Humanities</u>				` ,
(10 of 10 r	equired))				Α		3		()
ACCT	205		3		()	B1		3		()
ACCT	206		3		()	B2		3		()
BLAW	280	-	3		()	<u>Mathematics</u>				
FIN	301		3		()	MATH 121		3		()
ISDS	265		3		()	100+		3		()
ISDS	350		3		()	<u>Science</u>				
ISDS	383		3		()	^A BIOS		3		()
MADM	301		3		()	В		3		()
MADM	480*		3		()	c		3		()
MKT	301		3		()	Fine & Performing	Arts Elect	<u>ive</u>		
*MADM 48	0 is taken	in the se	meste	r of gradu	ation		·	3		()
Major Co	<u>re</u>									
(3 of 3 req	quired)					Electives				
MKT	310		3		()	(10 of 10 required)				
MKT	401		3		()			3		()
MKT	445	-	3		()			3		()
Concentre	ation Co	<u>re</u>						3		()
(2 of 2 req	uired)							3		()
MADM	360		3		()			3		()
MKT	440		3		()			3		()
Concentre	ation or	Major Ele	ective	<u>s</u>				3		()
(2 of the fe	ollowing	required	d)					3		()
BLAW	420		3		()			3		()
ECON	460		3		()			3		()
FIN	440		3		()					
MADM	423		3		()	Other Colleges At	tended			
MADM	430		3		()	· · · · · · · · · · · · · · · · · · ·				
MKT	475		3		()					
MKT	490		3		()	Undergra	duate Busine	ess Adv	risor	

GENERAL EDUCATION: Social Sciences: Econ 201 and 202; English Composition: ENGL 105 and 115; Humanities A: ENGL 205, 206, 210, 215, 220, PHIL 105 or 250; Humanities B1 and B2: COMM 130, 135; ENGL 205, 206, 210, 215, 220; HIST 105, 106, 107, 110, 145, 146; MCOM 115, 215, PHIL 105, 250; Mathematics: Math 121, plus any additional MATH 100+; Science A: Bios 101, 104, 105, 106, 107, 108, 109, 110, 120, Science B: ASTR 105, 106, CHEM 106, 121, 124, ENSC 200, GEOL 105, 106, 205, PHSC 105, 106, PHYS 251, 252, 261, 262; Science C: Any Science from list A or B; Fine/Performing Arts: FA 140, 240, 241; MUS 120; THEA 160, 240, 241; FS 101 is required for all first-time freshmen and all transfer students with fewer than 30 total semester hours of credit. Students with more than 30 hours may take an approved elective instead. GPA REQUIREMENTS: Students must have a GPA of 2.0 or greater in the following areas in order to graduate: overall, LSUS, business core, major courses and all business courses. Students must make a C or better in their major courses and MADM 480.

I have been advised that I am responsible for knowing curriculum	requirements and graduation requirements as listed in the LSU-
Shreveport Cataloa	

Major: Marketing wth Sales Concentration \$1088 (120 hours)

College of Business 2022-2023 Catalog

NAME:						SID#:				
COURSE		<u>GRADE</u>	<u>HRS</u>	<u>POINTS</u>	<u>TR</u>	<u>COURSE</u>	<u>GRADE</u>	HRS	<u>POINTS</u>	<u>TR</u>
Social & B		al Scienc	ces			Required General		ours)		
(2 of 2 req	juired)					English Composition	<u>on</u>			
ECON	201		3		()	ENGL 105		3		()
ECON	202		3		()	115		3		()
						<u>Humanities</u>				
Business C						A		3		()
(10 of 10 r	equired)				B1		3		()
ACCT	205		3		()	B2		3		()
ACCT	206		3		()	<u>Mathematics</u>				
BLAW	280		3		()	MATH 121		3		()
FIN	301		3		()	100+		3		()
ISDS	265		3		()	<u>Science</u>				
ISDS	350		3		()	^A BIOS		3		()
ISDS	383		3		()	В		3		()
MADM	301		3		()	c		3		()
MADM	480*		3		()	Fine & Performing	Arts Elect	<u>ive</u>		
MKT	301		3		()			3		()
*MADM 480	is taken th	ne semeste	er of gr	aduation		Electives				
Major Co						(12 of 12 required)				
(5 of 5 req	juired)							3		()
MKT	310		3		()			3		()
MKT	312		3		()			3		()
MKT	330		3		()			3		()
MKT	340		3		()			3		()
MKT	401		3		()			3		()
								3		()
								3		()
								3		()
								3		()
								3		()
								3		()
Other Col	leges At	tended								
						Undergrad	duate Busine	ss Adv	isor	

GENERAL EDUCATION: Social Sciences: Econ 201 and 202; English Composition: ENGL 105 and 115; Humanities A: ENGL 205, 206, 210, 215, 220, PHIL 105 or 250; Humanities B1 and B2: COMM 130, 135; ENGL 205, 206, 210, 215, 220; HIST 105, 106, 107, 110, 145, 146; MCOM 115, 215, PHIL 105, 250; Mathematics: Math 121, plus any additional MATH 100+; Science A: Bios 101, 104, 105, 106, 107, 108, 109, 110, 120, Science B: ASTR 105, 106, CHEM 106, 121, 124, ENSC 200, GEOL 105, 106, 205, PHSC 105, 106, PHYS 251, 252, 261, 262; Science C: Any Science from list A or B; Fine/Performing Arts: FA 140, 240, 241; MUS 120; THEA 160, 240, 241; FS 101 is required for all first-time freshmen and all transfer students with fewer than 30 total semester hours of credit. Students with more than 30 hours may take an approved elective instead. GPA REQUIREMENTS: Students must have a GPA of 2.0 or greater in the following areas in order to graduate: overall, LSUS, business core, major courses and all business courses. Students must make a C or better in their major courses and MADM 480.