Major: Marketing \$1080 (120 hours)

College of Business 2020-2021 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>TF</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 (<u>Core</u>					Α		3		(
(10 of 10 i	required)					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		(
						Electives				
Major Co	<u>re</u>					(12 of 12 required)				
(3 of 3 red	quired)							3		(
MKT	310		3		()			3		(
MKT	401				()			3		(
MKT	445		3		()			3		(
								3		(
Concentr	ation or M	Major Ele	ective	<u>es</u>				3		(
(2 of 2 red	quired: MI	KT 300 c	or 400	level)				3		(
MKT			3		()			3		(
MKT			3		()			3		(
								3		(
								3		(
Other Co	CCT 206					3		(

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.

Undergraduate Business Advisor

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

College of Business 2020-2021 Catalog

NAME:						SID#:				
<u>COURSE</u>		GRADE	<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 & Be	haviora	ıl Sciend	<u>ces</u>			Required Gener	al Ed. (39 h	ours)		
(2 of 2 requ	Jired)					English Compos	<u>ition</u>			
ECON	201		3	- <u></u>	()	ENGL 10	5	3		()
ECON	202		3		()	11.	5	3		()
Business C	<u>ore</u>					<u>Humanities</u>				
(10 of 10 re	equired)					Α		3		()
ACCT	205		3		()	B1		3		()
ACCT	206		3		()	B2		3		()
BLAW	280		3		()	<u>Mathematics</u>				
FIN	301		3		()	MATH 12	1	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 & Performin	g Arts Elect	<u>ive</u>		
Major Core	<u> </u>							3		()
(3 of 3 requ	uired)					Electives				
MKT	310		3		()	(10 of 10 require	d)			
MKT	401		3		()			3		()
MKT	445		3		()			3		()
<u>Concentra</u>	tion Cor	<u>'e</u>						3		()
(1 of 1 requ	uired)							3		()
DA	210		3		()			3		()
<u>Concentra</u>	tion Cor	<u>re 2</u>						3		()
(1 of 2 requ	uired)							3		()
MKT	305		3		()			3		()
MKT	405		3		()			3		()
<u>Concentra</u>	tion or M	Major Ele	ective	<u>es</u>				3		()
(2 of the fo	_	required	d)							
MKT	305		DA	326		Other Colleges A	Attended			
MKT	405		DA	416						
DA	315									
DA	318					Underg	raduate 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 Data Analytics Concentration \$1086 (120 hours)

College of Business 2020-2021 Catalog

NAME:						SID#:				
COURSE		GRADE	HRS	<u>POINTS</u>	<u>TR</u>	<u>COURSE</u>	GRADE	HRS	<u>POINTS</u>	<u>TR</u>
Social & E	Behavior	al Scienc	<u>ces</u>			Required General	Ed. (39 h	ours)		
(2 of 2 red	quired)					English Composition	on_			
ECON	201		3		()	ENGL 105		3		()
ECON	202		3		()	115		3		()
						<u>Humanities</u>				
Business (Α		3		()
(10 of 10 i	required))				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		()
						Electives				
<u>Major Co</u>						(10 of 10 required)				
(3 of 3 red								3		()
MKT	310		3		()			3		()
MKT	401		3		()			3		()
MKT	445		3		()			3		()
								3		()
Concentr		<u>Major El</u>	ective	<u>es</u>				3		()
(4 of 4 red	quired)							3		()
MKT	435		3		()			3		()
ISDS	410		3		()			3		()
ISDS	415		3		()			3		()
MKT	420		3		()					
Other Co	lleges At	tended								
						Undergra	duate 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 wth Hospitality Concentration \$1084 (120 hours)

College of Business 2020-2021 Catalog

NAME:					SID#:			
COURSE	GRAD	E HRS	<u>POINTS</u>	<u>TR</u>	<u>COURSE</u> <u>GRAI</u>	<u>HRS</u>	<u>POINTS</u>	<u>TR</u>
Social & B	ehavioral Scie	nces			Required General Ed. (39	hours)		
(2 of 2 req	uired)				English Composition			
ECON	201	_ 3		()	ENGL 105	_ 3		()
ECON	202	_ 3		()	115	_ 3		()
					<u>Humanities</u>			, ,
Business C	<u>Core</u>				Α	_ 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 Ele	<u>ctive</u>		
MKT	301	_ 3		()		_ 3		()
					Electives			
Major Cor					(10 of 10 required)			
(3 of 3 req	=					_ 3		()
MKT	310	_ 3		()		_ 3		()
MKT	401	_ 3		()		_ 3		()
MKT	445	_ 3		()		_ 3		()
						_ 3		()
						_ 3		()
	<u>ation or Major</u>	<u>Electiv</u>	<u>es</u>			_ 3		()
(4 of 4 req	-					_ 3		()
MADM	401	_ 3		()		_ 3		()
MADM	420	_ 3		()		_ 3		()
MKT	420	_ 3		()				
MKT	425	_ 3		()				
Other Col	leges Attende	d						
					Undergraduate Bu	iness 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 2020-2021 Catalog

NAME:						SID#:				
<u>COURSE</u>		<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	:es			Required General Ed	d. (39 ho	urs)		
(2 of 2 req	uired)					English Composition				
ECON	201		3		()	ENGL 105		3		()
ECON	202		3		()	115		3		()
Business C	Core					<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 Art	ts Electiv	<u>ve</u>		
Major Cor	<u>'e</u>							3		()
(3 of 3 req	uired)					Electives				
MKT	310		3		()	(10 of 10 required)				
MKT	401		3		()			3		()
MKT	445		3		()			3		()
								3		()
Concentre	ation Co	<u>ore</u>						3		()
(1 of 1 req	uired)							3		()
MADM	360		3		()			3		()
								3		()
Concentre	ation or	Major Ele	ective	<u>s</u>				3		()
(3 of the fo	ollowing	required	d)					3		()
BLAW	420		3		()			3		()
ECON	460		3		()					. ,
FIN	440		3		()	Other Colleges Atter	nded			
MADM	423		3		()					
MADM	430		3		()					
MKT	440		3		()	Undergradua	ate 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.

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

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

College of Business 2020-2021 Catalog

NAME:					3ID#;	
COURSE	<u>GR/</u>	ADE HRS	<u>POINTS</u>	<u>TR</u>	COURSE GRADE HRS POINTS	<u>TR</u>
Social & Be	havioral Sc	<u>ciences</u>			Required General Ed. (39 hours)	
(2 of 2 requ	ired)				English Composition	
ECON	201	3		()	ENGL 105 3 ()
ECON	202	3		()	115 3 ()
				` '	Humanities	•
Business Co	ore				A 3 ()
(10 of 10 re					B1 3 ()
ACCT	205	3		()	B2 3)
ACCT	206	3		()	Mathematics	,
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 Elective	
MKT	301	3		()	3 ()
					Electives	
Major Core	<u>•</u>				(12 of 12 required)	
(5 of 5 requ	ired)				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 Colle	eges Attend	ded				
	-				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.