

**Division of Business
Xavier University of Louisiana**

Sales and Marketing Curriculum:

University Core Courses	Hours	Business Core Courses:	Hours	Major Courses:	Hours
<i>African American Studies</i>	3	<i>ACCT 1010 Principles of Accounting I</i>	3	<i>SMKT 3060 Marketing Strategy</i>	3
<i>English</i>	9	<i>ACCT 1020 Principles of Accounting II</i>	3	<i>SMKT 3530 Sales Force Management</i>	3
<i>Fine Arts</i>	3	<i>ACCT 2050 Managerial Accounting</i>	3	<i>SMKT 3350 Marketing Research</i>	3
<i>History</i>	6	<i>BSAD 2011 Organizational Communication</i>	3	<i>SMKT 3500 Personal Selling</i>	3
<i>Language or Science</i>	6	<i>MGT 2060 Principles of Management</i>	3	<i>SMKT 3550 Consumer Behavior</i>	3
<i>Math</i>	4	<i>BSAD 3035 Legal Aspects of Business</i>	3	<i>SMKT 3700 Multivariate Analysis</i>	3
<i>Philosophy</i>	6	<i>BSAD 3055 Quantitative Analysis</i>	3	<i>SMKT 4000 Sales & Marketing Seminar</i>	3
<i>Physical Education</i>	1	<i>BSAD 3200 International Business</i>	3	<i>SMKT Elective</i>	3
<i>Social Science</i>	3	<i>BSAD 3195 Computer Information Systems</i>	3		
<i>Speech Communications</i>	3	<i>BSAD 4000 Business Policy</i>	3	<i>Electives</i>	
<i>Theology</i>	6	<i>ECON 2010 Micro Economics</i>	3	<i>SMKT 3090 Customer Relationship Management</i>	
<i>Free Electives</i>	6	<i>ECON 2020 Macro Economics</i>	3	<i>SMKT 3600 Integrated Marketing Comm.</i>	
		<i>ECON 2070 Statistics I</i>	3	<i>MGT (SMKT) 4010S Leadership Seminar</i>	
		<i>ECON 2080 Statistics II</i>	3		
		<i>FINC 3050 Corporate Finance</i>	3		
		<i>SMKT 2050 Principles of Marketing</i>	3		
Total	56	Total	48	Total	24
Grand Total Hours					128