

**Division of Business
Xavier University of Louisiana**

Sales and Marketing Curriculum (Effective Fall 2010):

University Core Courses	Hours	Business Core Courses:	Hours	Major Courses:	Hours
<i>African American Studies</i> ¹	3	<i>ACCT 1010 Principles of Accounting I</i>	3	<i>SMKT 3060 Marketing Strategy</i>	3
<i>English (ENGL 1000/1010, 1020, & 2010)</i>	9	<i>ACCT 1020 Principles of Accounting II</i>	3	<i>SMKT 3530 Sales Force Management</i>	3
<i>Fine Arts</i> ²	3	<i>ACCT 2050 Managerial Accounting</i>	3	<i>SMKT 3350 Marketing Research</i>	3
<i>History</i> ³	3	<i>BSAD 2011 Organizational Communication</i>	3	<i>SMKT 3500 Personal Selling</i>	3
<i>Language</i> ⁴	6	<i>MGMT 2060 Principles of Management (EXP)*</i>	3	<i>SMKT 3700 Multivariate Analysis</i>	3
<i>Math (MATH1030I OR MATH1030)</i>	4	<i>BSAD 3035 Legal Aspects of Business</i>	3	<i>SMKT 4000 Sales & Marketing Seminar</i>	3
<i>Philosophy</i> ⁵	6	<i>BSAD 3055 Quantitative Analysis</i>	3	<i>SMKT Elective (choose one from the list shown below)</i>	6
<i>Physical Education</i> ⁶	1	<i>BSAD 3200 International Business</i>	3		
<i>Communications</i> ⁷	3	<i>BSAD 3195 Computer Information Systems</i>	3	<i>Electives:</i>	
<i>Theology</i> ⁸	6	<i>BSAD 4000 Business Policy</i>	3	<i>SMKT 3090 Customer Relationship Management</i>	
<i>Natural Science</i> ⁹	3	<i>ECON 2010 Micro Economics (Social Science)*</i>	3	<i>SMKT 3600 Integrated Marketing Comm.</i>	
<i>Freshmen Seminar (FRSM 1000 & 1100)</i>	2	<i>ECON 2020 Macro Economics</i>	3	<i>MGT (SMKT) 4010S Leadership Seminar</i>	
<i>Expansive Core</i> ¹⁰	3	<i>ECON 2070 Statistics I (Natural Science)*</i>	3	<i>SMKT 3550 Consumer Behavior</i>	
<i>Free Electives</i>	4	<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

*These courses also serve as University Core courses.

¹ Any one course from AFAM 2000, 2010, 3020, or 3370

² Any ART course (except ART 2500), CMST 2010, CMST 2400, MSCM 2580, any Music course, or CRWT 1050

³ Any 1000- or 2000-level HIST course

⁴ Two courses in same language

⁵ One introductory level PHIL course; Second course PHIL 2410 (Business Ethics)

⁶ Any activity PHED course or test-out

⁷ Any one course from CMST 1010, 1011H, 1400, 1500, or 2080

⁸ Any two Theology courses

⁹ Any one course from BIOL, CHEM, or PHYS that includes a laboratory component (choose from BIOL1030/1030L; BIOL1040/1040L; CHEM1010/1010D/1010L; IPSC2010; IPSC2020; PHYS1010; or PHYS1530)

¹⁰ Any one expansive course from Fine Arts, Humanities, or Natural Science categories (see list of courses on page ___ of University Catalog)