

**Division of Business  
Xavier University of Louisiana**

**Sales and Marketing Curriculum (Effective Spring 2018):**

<b>University Core Courses</b>	<b>Hours</b>	<b>Business Core Courses:</b>	<b>Hours</b>	<b>Major Courses:</b>	<b>Hours</b>
<i>African American Heritage &amp; Legacies</i>	3	<i>ACCT 1010 Principles of Accounting</i>	3	<i>SMKT 3060 Marketing Strategy (fall)</i>	3
<i>College Writing</i>	3	<i>ACCT 2050 Managerial Accounting</i>	3	<i>SMKT 3530 Sales Force Management (fall)</i>	3
<i>Advance Rhetoric &amp; Comps</i>	3	<i>BSAD 2011 Business Communication</i>	3	<i>SMKT 3350 Marketing Research (spring)</i>	3
<i>The Human Past</i>	3	<i>MGMT 2060 Principles of Management</i>	3	<i>SMKT 3500 Personal Selling (spring)</i>	3
<i>Creative Expression &amp; Engagement</i>	3	<i>BSAD 2030 Business Law</i>	3	<i>SMKT 3700 Multivariate Analysis (fall)</i>	3
<i>Quantitative Reasoning (Business students must choose MATH 1030, 1030I or 1070)</i>	4	<i>BSAD 3055 Quantitative Analysis</i>	3	<i>SMKT 4000 Sales &amp; Marketing Seminar (spring)</i>	3
<i>Human Behavior (Business students must choose ECON 2010 Microeconomics)</i>	3	<i>BSAD 2200 International Business</i>	3	<i>SMKT Elective (choose two from the list shown below)</i>	6
<i>Faith &amp; Society (THEO)</i>	3	<i>BSAD 3195 Computer Information Systems</i>	3		
<i>The Examined Life</i>	3	<i>BSAD 4000 Business Policy</i>	3	<i>Electives:</i>	
<i>Scientific Reasoning</i>	3	<i>ECON 2020 Macro Economics</i>	3	<i>SMKT 3090 Customer Relationship Management (spring)</i>	
<i>XCOR 1000-College Experience</i>	1	<i>ECON 2070 Statistics I</i>	3	<i>SMKT 3600 Integrated Marketing Comm.(fall)</i>	
<i>XCOR 1011/1012- Connecting Communities</i>	3	<i>ECON 2080 Statistics II</i>	3	<i>MGT (SMKT) 4010S Leadership Seminar (spring)</i>	
<i>XCOR 3010-Engaging The Mission</i>	3	<i>FINC 3050 Corporate Finance</i>	3	<i>SMKT 3550 Consumer Behavior (fall)</i>	
<i>XCOR 3020 Engaging Global Issues</i>	3	<i>SMKT 2050 Principles of Marketing</i>	3		
		<i>Free Electives</i>	13		
<b>Total</b>	<b>41</b>	<b>Total</b>	<b>55</b>	<b>Total</b>	<b>24</b>
<b>Grand Total Hours</b>					<b>120</b>