Major: BS in Marketing (120 hours)

College of Business

2024-2025 Catalog

S1080 S1080 Major Codes: S1100 NAME: SID#:

COURSE	NUM	GRADE	HRS	POINTS	TR	COURSE NUM GRADE HRS	POINTS	TR
Freshmai	n Comins	\r	/:£			minar and General Education	/2 wa	aniro al\
		11		30 hrs or		English Composition	(2 rec	quired)
FS	103		3	-	()	ENGL 105 3	-	()
B. 41						ENGL 115 3	-	()
Mathema				(2 re	quired)			
MATH	121		3	-	()	Humanities	(3 red	quired)
MATH	100+		3	-	()	a 3	-	()
						b1 3	-	()
Social &	Behavior	ral Scien	ces	(2 re	quired)	b2 3	-	()
ECON	201		3	-	()			
ECON	202		3	-	()	Natural Sciences	(3 red	quired)
						BIOS 3	-	()
Fine & Pe	erforming	g Arts		(1 re	quired)	3	-	()
			3	-	()	3	_	()
					()			` ,
		Busines	s Core,	Major Re	quireme	ts, and Concentration Electives plus Free Electives		
Business	Core			(10 req	uired)	Electives (33 hours required; a	add 3 if i	no FS)
ACCT	205		3	-	()	3	-	()
ACCT	206		3	-	()	3	-	()
BLAW	280		3	-	()	3	-	()
FIN	301		3	-	()	3	-	()
ISDS	265		3	-	()	3	-	()
ISDS	350		3	-	()	3	-	()
ISDS	383		3	-	()	3	-	()
MADM	301		3	-	()	3	-	()
MADM	480*		3	-	()	3	-	()
MKT	301		3	-	()	3	-	()
*Senior cap	stone coul	rse to be ta	aken in	final seme	ester	3	-	()
							-	()
Major Co	re			(3 re	quired)	<u> </u>	_	()
MKT	310		3	-	()			
MKT	401		3	_	()	Concentration or Major Electives		
MKT	445		3	_	()	(2 required; refer to elective options	below)	
			_	_	()	3	-	()
			_	_	()	3	_	()
			_	_	()		_	()
			-	-	()		-	()

Louisiana State University in Shreveport College of Business Major: BS in Marketing (120 hours) 2024-2025 Catalog S1080 S1100 NAME: SID#: Major Codes: Any 2 Marketing (MKT) 300- or 400-level courses as electives Other Institutions Attended Undergraduate Business Advisor FRESHMAN SEMINAR (3 hours): FS 103 Learning Strategies is required of 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 additional elective instead. GENERAL EDUCATION (39 hours required by the Louisiana Board of Regents) English Composition (6 hours): ENGL 105 and ENGL 115 Social and Behavioral Sciences (6 hours): ECON 201 and ECON 202 (both required by College of Business) Mathematics: MATH 121 (required by College of Business) and other MATH 100+ Humanities (9 hours; one course from section a. and two from section b.) Humanities a. Literature / Philosophy: ENGL 205, 206, 210, 215, 220; or PHIL 105 or 250 Humanities b. General Humanities: COMM 130, 135; ENGL 205, 206, 210, 215, 220; HIST 105, 106, 107, 110, 145, 146; MCOM 115, 215; PHIL 105, 250 Natural Sciences (9 hours; one course each from Biological and Physical with a third course from either) Biological Sciences: BIOS 101, 104, 105, 106, 107, 108, 109, 110, 120 Physical Sciences: ASTR 105, 106; CHEM 106, 121, 124; ENSC 200; GEOL 105, 106, 205; PHSC 105, 106; PHYS 251, 252, 261, 262 Fine/Performing Arts (3 hours): FA 140, 240, 241; MUS 120; THEA 160, 240, 241 GPA AND OTHER 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 as well business core with the major prefix and MADM 480.

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

Major: BS in Marketing (Advertising Design) (120 hours)

College of Business

NAME:						SID#:			Мај	or Code:	,
COURSE	NUM	GRADE	HRS	POINTS	TR	COURSE	NUM	GRADE	HRS	POINTS	
	ın Semina		/:£ 0			r and General Education				(0	
		ır		0 hrs or		English Co	-	on		(2 re	• (
FS	103		3	-	()	ENGL	105		3	-	
						ENGL	115		3	-	
Mathema				(2 re	quired)						
MATH	121		3	-	()	Humanitie	S			(3 re	90
MATH	100+		3	-	()	a			3	-	
						b1			3	-	
	Behavior	al Scien		(2 re	quired)	b2			3	-	
ECON	201		3	-	()						
ECON	202		3	-	()	Natural Sc	iences			(3 re)(
						BIOS			3	-	
Fine & P	erforming	Arts		(1 re	quired)				3	-	
			3	-	()				3	-	
		Busines	s Core. I	Maior Re	auiromonte ai	nd Concentration Electiv	es plus Fr	ee Electives	S		
				najor rio	quireinents, ai						
Busines	s Core			(10 req		Electives	-	ours requ		add 3 if	ľ
	s Core 205			_			-			add 3 if -	1
ACCT				(10 req			-		ired; a	add 3 if - -	,
Busines ACCT ACCT BLAW	205		3	(10 req			-		ired; a 3	add 3 if - - -	,
ACCT ACCT BLAW	205 206		3	(10 req - -	quired) () ()		-		ired; a 3 3	add 3 if - - - -	,
ACCT ACCT BLAW FIN	205 206 280		3 3 3	(10 req	() () ()		-		ired; a 3 3 3		,
ACCT ACCT BLAW FIN ISDS	205 206 280 301		3 3 3 3	(10 req	() () () ()		-		ired; a 3 3 3 3		,
ACCT ACCT BLAW FIN ISDS	205 206 280 301 265		3 3 3 3 3	- - - - - -	() () () () ()		-		3 3 3 3 3 3	add 3 if - - - - - -	,
ACCT ACCT BLAW FIN ISDS ISDS	205 206 280 301 265 350		3 3 3 3 3	(10 req	() () () () ()		-		3 3 3 3 3 3 3		
ACCT ACCT BLAW FIN ISDS ISDS ISDS	205 206 280 301 265 350 383		3 3 3 3 3 3		() () () () ()		-		3 3 3 3 3 3 3 3	add 3 if - - - - - - -	<u> </u>
ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM	205 206 280 301 265 350 383 301		3 3 3 3 3 3 3	- (10 req	() () () () ()		-		3 3 3 3 3 3 3 3 3	add 3 if - - - - - - -	
ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM MKT	205 206 280 301 265 350 383 301 480*		3 3 3 3 3 3 3 3		() () () () () () () () () ()		-		3 3 3 3 3 3 3 3 3	add 3 if - - - - - - - -	<u> </u>
ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM MKT	205 206 280 301 265 350 383 301 480* 301		3 3 3 3 3 3 3 3		() () () () () () () () () ()		-		3 3 3 3 3 3 3 3 3	add 3 if	<u>r</u>
ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM MKT	205 206 280 301 265 350 383 301 480* 301 pstone cour		3 3 3 3 3 3 3 3		() () () () () () () () () ()		-		3 3 3 3 3 3 3 3 3	add 3 if	
ACCT ACCT BLAW FIN ISDS ISDS MADM MADM MKT *Senior ca	205 206 280 301 265 350 383 301 480* 301 pstone cour		3 3 3 3 3 3 3 3		() () () () () () () () () ()		-		3 3 3 3 3 3 3 3 3	add 3 if	
ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM MKT *Senior ca	205 206 280 301 265 350 383 301 480* 301 pstone cour	se to be to	3 3 3 3 3 3 3 3 3	- (10 req 	() () () () () () () () () ()		(27 hc	ours requ	3 3 3 3 3 3 3	add 3 if - - - - - - - - -	
ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM MKT *Senior ca	205 206 280 301 265 350 383 301 480* 301 pstone cour	se to be to	3 3 3 3 3 3 3 3 aken in fi	- (10 req 	() () () () () () () () () ()	Electives	(27 ho	Najor Elec	3 3 3 3 3 3 3 ctives	- - - - - - - -	
ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM MKT *Senior ca DA MKT MKT	205 206 280 301 265 350 383 301 480* 301 pstone cour Dre 210 305/405	se to be to	3 3 3 3 3 3 3 3 aken in fi	- (10 req 	() () () () () () () () () ()	Concentra	(27 ho	Najor Elec	3 3 3 3 3 3 3	- - - - - - - -	
ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM MKT *Senior ca	205 206 280 301 265 350 383 301 480* 301 pstone cour 210 305/405 310	se to be to	3 3 3 3 3 3 3 3 aken in fi	- (10 req 	() () () () () () () () () ()	Concentra	(27 ho	Najor Elec	3 3 3 3 3 3 3 3 3 4	- - - - - - - -	

Major: BS in Marketing (Advertising Design) (120 hours)

College of Business 2024-2025 Catalog

Updated: 5/17/2024

NAME:	SID#:	Major Code: S1083
	Distribut Arta alaa	tive and of the following:
	1 -	tive - one of the following: 3, DA 326, DA 416
Other Institutions Attended	already selected DA 315, DA 318 405, or with Adv	lective - one of the following if not d in the major or as DA elective: B, DA 326, DA 416, MKT 305, MKT vertising Design topic and approval of Department: MKT 475, MKT 490
Undergraduate Business Advisor		
FRESHMAN SEMINAR (3 hours): FS 103 Learning Strategies is required with fewer than 30 total semester hours of credit. Students with more	•	
GENERAL EDUCATION (39 hours required by the Louisiana Boal English Composition (6 hours): ENGL 105 and ENGL 115 Social and Behavioral Sciences (6 hours): ECON 201 and ECON Mathematics: MATH 121 (required by College of Business) and other	202 (both required b	y College of Business)
Humanities (9 hours; one course from section a. and two from settlemanities a. Literature / Philosophy: ENGL 205, 206, 210, 215, 214, 205, 206, 210, 215, 215, 215, 215, 215, 215, 215, 215	220; or PHIL 105 or 2	

Natural Sciences (9 hours; one course each from Biological and Physical with a third course from either)

Biological Sciences: BIOS 101, 104, 105, 106, 107, 108, 109, 110, 120

Physical Sciences: ASTR 105, 106; CHEM 106, 121, 124; ENSC 200; GEOL 105, 106, 205; PHSC 105, 106; PHYS 251,

252, 261, 262

MCOM 115, 215; PHIL 105, 250

Fine/Performing Arts (3 hours): FA 140, 240, 241; MUS 120; THEA 160, 240, 241

GPA AND OTHER 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 as well business core with the major prefix and MADM 480.

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

Major: BS in Marketing (Data Analytics) (120 hours)

College of Business

					SID#:			Мај	or Code:	S108
COURSE	NUM GRA	DE HRS	POINTS	TR	COURSE or and General Educatio	NUM	GRADE	HRS	POINTS	TR
Freshma	n Seminar	(if 3	rre: O hrs or		r and General Educatio English C		on		(2 re	quire
FS	103	3	_	()	ENGL	105		3	- (=	(
				()	ENGL	115		3	_	(
Mathema	itics		(2 re	quired)	2,102	110		Ü		
MATH	121	3	-	()	Humanitie	s			(3 re	quire
MATH	100+	3	_	()	a			3	_	(
				()	b1			3	_	(
Social &	Behavioral Sci	iences	(2 re	quired)	b2			3	_	(
ECON	201	3		()						,
ECON	202		_	()	Natural So	ciences			(3 re	quire
				()	BIOS			3		. (
Fine & Pe	erforming Arts		(1 re	quired)				3	_	(
	<u> </u>	3		()				3	_	(
		•		()				Ū		`
	Busi	ness Core, I	lajor Re	quirements, aı	nd Concentration Electiv	es plus Fr	ee Elective	s		
Business	Core		(10 req	uired)	Electives	(27 hc	urs requ	ired; a	add 3 if	no F
ACCT	205	3	-	()				3	-	(
										,
ACCT	206	3	-	()				3	-	(
	206 280	3 3	-	()				3	-	(
BLAW				() () ()					- - -	•
BLAW FIN	280	3	-					3	- - -	(
BLAW FIN ISDS	280 301		-	()			- ————————————————————————————————————	3 3	- - - -	(
BLAW FIN ISDS ISDS	280 301 265		-	()				3 3 3	- - - -	(
BLAW FIN SDS SDS SDS	280 301 265 350			()				3 3 3	- - - - -	(((
BLAW FIN SDS SDS SDS MADM	280 301 265 350 383	3 3 3 3		() () () ()				3 3 3 3	- - - - -	(((
BLAW FIN SDS SDS SDS MADM MADM	280 301 265 350 383 301	3 3 3 3 3 3 3	- - - -	() () () ()				3 3 3 3 3	- - - - - -	((((((((((((((((((((
BLAW FIN SDS SDS SDS MADM MADM MKT	280 301 265 350 383 301 480*	3 3 3 3 3 3 3 3 3 3		() () () () () ()				3 3 3 3 3	- - - - - - -	((((((((((((((((((((
BLAW FIN SDS SDS SDS MADM MADM MKT	280 301 265 350 383 301 480* 301	3 3 3 3 3 3 3 3 3 3		() () () () () ()				3 3 3 3 3	- - - - - - -	((((((((((((((((((((
BLAW FIN SDS SDS SDS MADM MADM MKT Senior cap	280	3 3 3 3 3 3 3 3 3 3	- - - - - - -	() () () () () ()				3 3 3 3 3	- - - - - - - -	
BLAW FIN SDS SDS SDS MADM MADM MKT Senior cap	280	3 3 3 3 3 3 3 3 3 3	- - - - - - -	() () () () () () () () esster				3 3 3 3 3	- - - - - - -	
BLAW FIN SDS SDS SDS MADM MADM MKT Senior cap	280	3	- - - - - nal seme	() () () () () () () ester	Concentra	ation or N	lajor Elec	3 3 3 3 3 - -	- - - - - - -	
BLAW FIN SDS SDS SDS MADM MADM MKT *Senior cap SDS SDS	280	3 3 3 3 3 see taken in fi	- - - - - nal seme	() () () () () () () ester	Concentra		lajor Elec	3 3 3 3 3 - -	- - - - - - -	
BLAW FIN SDS SDS SDS MADM MADM MKT Senior cap SDS SDS SDS MKT	280	3 3 3 3 3 3 3 3 3 3 6 taken in fi	- - - - - nal seme	() () () () () () () () ester quired) ()			lajor Elec	3 3 3 3 3 - -	- - - - - - - -	
BLAW FIN SDS SDS SDS MADM MADM MKT Senior cap SDS SDS MKT MKT	280	3 3 3 3 3 3 3 3 3 3 3 3 3 3	- - - - - nal seme	() () () () () () () ester quired) () () () ()			lajor Elec	3 3 3 3 3 - -	- - - - - - - -	
ACCT BLAW FIN ISDS ISDS MADM MADM MKT *Senior cap ISDS ISDS ISDS MKT MKT MKT MKT	280	3 3 3 3 3 3 3 3 3 6 taken in fi	- - - - - nal seme	() () () () () () () ester quired) () () ()			lajor Elec	3 3 3 3 3 - -	- - - - - - - - -	

Major: BS in Marketing (Data Analytics) (120 hours)

College of Business

2024-2025 Catalog

Updated: 5/17/2024

NAME:	SID#:	Major Code: S1086
Other Institutions Attended	Concentration or	major electives not applicable
Undergraduate Business Advisor		
FRESHMAN SEMINAR (3 hours): FS 103 Learning Str with fewer than 30 total semester hours of credit. Studer	•	
GENERAL EDUCATION (39 hours required by the Lo English Composition (6 hours): ENGL 105 and ENGL Social and Behavioral Sciences (6 hours): ECON 20 Mathematics: MATH 121 (required by College of Busin	. 115 1 and ECON 202 (both required by 0	College of Business)
Humanities (9 hours; one course from section a. and Humanities a. Literature / Philosophy: ENGL 205, 200 Humanities b. General Humanities: COMM 130, 135; EMCOM 115, 215; PHIL 105, 250	6, 210, 215, 220; or PHIL 105 or 250	
Natural Sciences (9 hours; one course each from Bi Biological Sciences: BIOS 101, 104, 105, 106, 107, 1 Physical Sciences: ASTR 105, 106; CHEM 106, 121, 1261, 262	08, 109, 110, 120 124; ENSC 200; GEOL 105, 106, 20	·
Fine/Performing Arts (3 hours): FA 140, 240, 241; MU	JS 120; THEA 160, 240, 241	
GPA AND OTHER REQUIREMENTS: Students me to graduate: overall, LSUS, business core, major obetter in their major courses as well business core	courses and all business courses	s. Students must make a C or
I have been advised that I am responsible for known listed in the LSU-Shreveport Course Catalog.	ving curriculum requirements an	d graduation requirements as

Major: BS in Marketing (Hospitality) (120 hours)

College of Business

NAME:					SID#:			Мај	or Code:	S108
COURSE	NUM GR	ADE HRS	POINTS	TR	COURSE	NUM	GRADE	HRS	POINTS	TR
Erochmai	n Seminar	/if 2	o hrs or		r and General Education English Co		on		/2 ro	quire
FS	103	3	0 1113 01		ENGL	105	011	3	(276	quire / \
го	103	ა	-	()	ENGL	115			-	()
Mathema	tics		(2 re	quired)	ENGL	115		3	-	(,
MATH	121	3	- (270	()	Humanitie	s			(3 re	quire
MATH	100+	3	_	()	a			3		<u>,</u> ('
VII (111		•		()	b1			3	_	(
Social & I	Behavioral S	ciences	(2 re	quired)	b2			3	_	()
ECON	201	3	-	()				·		()
ECON	202	3	_	()	Natural Sc	iences			(3 re	quire
				()	BIOS			3	- (0.0	()
Fine & Pe	erforming Art	·s	(1 re	quired)	Bioo			3	_	()
	7.1011111119 7.11	3	(110	()				3	_	(
			_	()				J		()
	Bu	siness Core, l	Major Re	quirements, ar	d Concentration Electiv	es plus Fr	ee Elective:	s		
Business	Core		(10 req	uired)	Electives	(27 hc	urs requ	ired; a	add 3 if	no F
	Core 205	3	(10 req -	uired) ()	Electives	(27 hc	ours requ	ired; a	add 3 if i -	no F
ACCT		3 3			Electives	(27 hc	ours requ		add 3 if i - -	no F () ()
ACCT ACCT	205				Electives	(27 hc	ours requ	3	add 3 if i - - -	no F () ()
ACCT ACCT BLAW	205 206	3	-	()	Electives	(27 hc	ours requ	3 3	add 3 if i - - - -	no F
ACCT ACCT BLAW FIN	205 206 280	3 3	-	()	Electives	(27 hc	ours requ	3 3 3	add 3 if i - - - - -	
ACCT ACCT BLAW FIN ISDS	205 206 280 301	3 3 3	- - -	()	Electives	(27 hc	ours requ	3 3 3 3	add 3 if i - - - - -	
ACCT ACCT BLAW FIN ISDS	205 206 280 301 265	3 3 3 3 3	- - - -	() () () ()	Electives	(27 hc	ours requ	3 3 3 3	add 3 if i - - - - - -	
ACCT ACCT BLAW FIN ISDS ISDS	205 206 280 301 265 350	3 3 3 3 3 3	- - - - -	() () () ()	Electives	(27 hc	ours requ	3 3 3 3 3 3	add 3 if i - - - - - -	()
ACCT ACCT BLAW FIN SDS SDS SDS MADM	205 206 280 301 265 350 383	3 3 3 3 3 3 3 3	- - - - -	() () () ()	Electives	(27 hc	ours requ	3 3 3 3 3 3 3	add 3 if i - - - - - -	
ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM	205 206 280 301 265 350 383 301	3 3 3 3 3 3 3 3 3 3 3 3 3	- - - - -	() () () ()	Electives	(27 hc	ours requ	3 3 3 3 3 3 3	add 3 if i	
ACCT ACCT BLAW FIN SDS SDS SDS MADM MADM MKT	205 206 280 301 265 350 383 301 480*	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	- - - - - - -	() () () () () () () () () () () () ()	Electives	(27 hc	ours requ	3 3 3 3 3 3 3	add 3 if i	() () () () () () () () () ()
ACCT ACCT BLAW FIN SDS SDS SDS MADM MADM MKT	205 206 280 301 265 350 383 301 480* 301	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	- - - - - - -	() () () () () () () () () () () () ()	Electives	(27 hc	ours requ	3 3 3 3 3 3 3	add 3 if i	
ACCT ACCT BLAW FIN SDS SDS MADM MADM MKT *Senior cap	205 206 280 301 265 350 383 301 480* 301 stone course to	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	- - - - - - - -	() () () () () () () () () () () () ()	Electives	(27 hc	ours requ	3 3 3 3 3 3 3	add 3 if i	
ACCT ACCT BLAW FIN ISDS ISDS MADM MADM MKT *Senior cap	205 206 280 301 265 350 383 301 480* 301 stone course to	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	- - - - - - - -	() () () () () () () () () ()	Electives	(27 hc	ours requ	3 3 3 3 3 3 3	add 3 if i	
ACCT ACCT BLAW FIN SDS SDS MADM MADM MKT *Senior cap	205 206 280 301 265 350 383 301 480* 301 stone course to	3 3 3 3 3 3 3 3 3 0 be taken in fi	- - - - - - inal seme	() () () () () () () () () ()	Electives			3 3 3 3 3 3 3 - -	add 3 if i	
ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM MKT *Senior cap MADM MADM	205 206 280 301 265 350 383 301 480* 301 stone course to	3 3 3 3 3 3 3 3 3 3 5 be taken in fi	- - - - - - inal seme	() () () () () () () () () ()		ation or N		3 3 3 3 3 3 3 - -	add 3 if i	
ACCT ACCT BLAW FIN SDS SDS MADM MADM MKT *Senior cap MADM MADM MADM MADM MADM MADM MADM MAD	205 206 280 301 265 350 383 301 480* 301 stone course to re 401 420	3 3 3 3 3 3 3 3 5 be taken in fi	- - - - - - inal seme	() () () () () () () () () ()	Concentra	ation or N		3 3 3 3 3 3 3 - -	add 3 if i	
Business ACCT ACCT BLAW FIN ISDS ISDS ISDS MADM MADM MKT *Senior cap MADM MADM MKT MADM MKT MADM MKT MKT	205 206 280 301 265 350 383 301 480* 301 stone course to re 401 420 310	3 3 3 3 3 3 3 3 3 3 be taken in fi	- - - - - - inal seme	() () () () () () () () () ()	Concentra	ation or N		3 3 3 3 3 3 3 - -	add 3 if i	

Major: BS in Marketing (Hospitality) (120 hours)

College of Business

NAME:	SID#:	Major Code: S1084
MKT 445 3 - ()	Concentration or ma	ajor electives not applicable
Other Institutions Attended	-	
	-	
Undergraduate Business Advisor	-	
FRESHMAN SEMINAR (3 hours): FS 103 Learning S with fewer than 30 total semester hours of credit. Students		
GENERAL EDUCATION (39 hours required by the L English Composition (6 hours): ENGL 105 and ENG Social and Behavioral Sciences (6 hours): ECON 20 Mathematics: MATH 121 (required by College of Busi	L 115 01 and ECON 202 (both required by C	ollege of Business)
Humanities (9 hours; one course from section a. ar Humanities a. Literature / Philosophy: ENGL 205, 20 Humanities b. General Humanities: COMM 130, 135; MCOM 115, 215; PHIL 105, 250	06, 210, 215, 220; or PHIL 105 or 250	105, 106, 107, 110, 145, 146;
Natural Sciences (9 hours; one course each from E Biological Sciences: BIOS 101, 104, 105, 106, 107, Physical Sciences: ASTR 105, 106; CHEM 106, 121, 252, 261, 262	108, 109, 110, 120	·
Fine/Performing Arts (3 hours): FA 140, 240, 241; M	US 120; THEA 160, 240, 241	_
GPA AND OTHER REQUIREMENTS: Students r to graduate: overall, LSUS, business core, major better in their major courses as well business core	courses and all business courses.	Students must make a C or
I have been advised that I am responsible for kno listed in the LSU-Shreveport Course Catalog.	wing curriculum requirements and	graduation requirements as
Student:		

Major: BS in Marketing (International Business) (120 hours)

College of Business

2024-2025 Catalog

Updated: 5/17/2024

S1082

NAME: SID#: Major Codes: S1105

COURSE	NUM	GRADE	HRS	POINTS	TR	COURSE	NUM	GRADE	HRS	POINTS	TR
				Fres	shman Se	minar and General Education					
Freshmar	n Semina	r	(if 3	0 hrs or	fewer)	English Co	mpositio	on		(2 rec	quired)
FS	103		3	-	()	ENGL	105		3	-	()
						ENGL	115		3	-	()
Mathema	tics			(2 re	quired)						
MATH	121		3	-	()	Humanities	S			(3 rec	quired)
MATH	100+		3	-	()	a			3	-	()
						b1			3	-	()
Social & I	Behavior	al Scien	ces	(2 re	quired)	b2			3	-	()
ECON	201		3	-	()						
ECON	202		3	-	()	Natural Sci	ences			(3 rec	quired)
						BIOS			3	_	()
Fine & Pe	erforming	Arts		(1 red	quired)				3	_	()
		·	3		()				3	_	()
					()						()
		Busines	s Core, N	lajor Red	quiremen	s, and Concentration Elective	es plus Fre	e Electives	s		
Business	Core			(10 req	uired)	Electives	(27 ho	urs requ	ired; a	add 3 if n	o FS)
ACCT	205		3	-	()				3	-	()
ACCT	206		3	-	()				3	-	()
BLAW	280		3	-	()				3	-	()
FIN	301		3	-	()				3	-	()
ISDS	265		3	-	()				3	-	()
ISDS	350		3	-	()				3	-	()
ISDS	383		3	-	()				3	-	()
MADM	301		3	-	()				3	-	()
MADM	480*		3	-	()				3	-	()
MKT	301		3	-	()				-	-	()
*Senior cap	stone cour	se to be ta	aken in fi	nal seme	ester				-	-	()
									-	-	()
Major Co	re			(5 red	quired)				-	-	()
MADM	360		3	-	()						
MKT	310		3	-	()	Concentrat	tion or M	ajor Elec	ctives		
MKT	401		3	-	()	(2 required;	refer to e	lective of	otions	below)	_
MKT	440		3	-	()				3	-	()
MKT	445		3	-	()				3	-	()
			-	-	()				-	-	()

Major: BS in Marketing (International Business) (120 hours)

College of Business

Updated: 5/17/2024

2024-2025 Catalog

S1082

NAME:	SID#:	Major Codes: S1105
Other Institutions Attended Undergraduate Business Advisor	BLAW 420, ECON 4 430, or with an inten and approval of the	ss elective - two of the following: 160, FIN 440, MADM 423, MADM national business topic/focus Chair of the Department: ECON M 490, MKT 490 or FIN 475,

FRESHMAN SEMINAR (3 hours): FS 103 Learning Strategies is required of 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 additional elective instead.

GENERAL EDUCATION (39 hours required by the Louisiana Board of Regents)

English Composition (6 hours): ENGL 105 and ENGL 115

Social and Behavioral Sciences (6 hours): ECON 201 and ECON 202 (both required by College of Business)

Mathematics: MATH 121 (required by College of Business) and other MATH 100+

Humanities (9 hours; one course from section a. and two from section b.)

Humanities a. Literature / Philosophy: ENGL 205, 206, 210, 215, 220; or PHIL 105 or 250

Humanities b. General Humanities: COMM 130, 135; ENGL 205, 206, 210, 215, 220; HIST 105, 106, 107, 110, 145, 146;

MCOM 115, 215; PHIL 105, 250

Natural Sciences (9 hours; one course each from Biological and Physical with a third course from either)

Biological Sciences: BIOS 101, 104, 105, 106, 107, 108, 109, 110, 120

Physical Sciences: ASTR 105, 106; CHEM 106, 121, 124; ENSC 200; GEOL 105, 106, 205; PHSC 105, 106; PHYS 251,

252, 261, 262

Fine/Performing Arts (3 hours): FA 140, 240, 241; MUS 120; THEA 160, 240, 241

GPA AND OTHER 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 as well business core with the major prefix and MADM 480.

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

Major: BS in Marketing (Sales) (120 hours)

College of Business

NAME:							SID#:		Major Code:	S1080
COURSE	NUM	GRADE	HRS	POINTS		ΓR		ADE HE	RS POINTS	TR
				Fre	shm	an S	eneral Education			
Freshmar	n Seminar		(if 3	0 hrs oi	r fe	ver)	English Composition		(2 r	equired)
FS	103		3	-	()	ENGL 105		3 -	()
							ENGL 115		3 -	()
Mathema	tics			(2 re	qui	red)				
MATH	121		3	-	()	Humanities		(3 r	equired)
MATH	100+		3	-	()	a		3 -	()
							b1		3 -	()
Social & I	Behaviora	l Scien	ces	(2 re	qui	red)	b2		3 -	()
ECON	201		3	-	()				
ECON	202		3	-	()	Natural Sciences		(3 r	equired)
							BIOS		3 -	()
Fine & Pe	erforming A	Arts		(1 re	qui	red)			3 -	()
			3	_	()			3 -	()
					,	,				()
		Busines	s Core, I	Major Re	quii	remei	entration Electives plus Free Ele	ctives		
Business	Core			(10 rec	quir	red)	Electives (33 hours i	require	d; add 3 if	no FS)
ACCT	205		3	-	()			3 -	()
ACCT	206		3	-	()			3 -	()
BLAW	280		3	-	()			3 -	()
FIN	301		3	-	()			3 -	()
ISDS	265		3	-	()			3 -	()
ISDS	350		3	-	()			3 -	()
ISDS	383		3	-	()			3 -	()
MADM	301		3	-	()			3 -	()
MADM	480*		3	-	()			3 -	()
MKT	301		3	-	()			3 -	()
*Senior cap	stone cours	e to be ta	ken in fi	nal sem	este	r			3 -	()
										()
Major Co	re			(5 re	qui	red)				()
MKT	310		3	-	()				
MKT	312		3	-	()	Concentration or Major	Electiv	es	
MKT	330		3	-	()	(None required)			
MKT	340		3	-	()				()
MKT	401		2		1	`				()
IVITY	401		3	-	()				()

Major: BS in Marketing (Sales) (120 hours)

College of Business

2024-2025 Catalog

NAME:	SID#:	Major Code: S1080
	Concentration or ma	ajor electives not applicable
Other Institutions Attended		
Undergraduate Business Advisor		
FRESHMAN SEMINAR (3 hours): FS 103 Learning Strawith fewer than 30 total semester hours of credit. Student		
GENERAL EDUCATION (39 hours required by the Lou English Composition (6 hours): ENGL 105 and ENGL Social and Behavioral Sciences (6 hours): ECON 201 Mathematics: MATH 121 (required by College of Busine	115 and ECON 202 (both required by Co	ollege of Business)
Humanities (9 hours; one course from section a. and Humanities a. Literature / Philosophy: ENGL 205, 206 Humanities b. General Humanities: COMM 130, 135; ENMCOM 115, 215; PHIL 105, 250	, 210, 215, 220; or PHIL 105 or 250	105, 106, 107, 110, 145, 146;
Natural Sciences (9 hours; one course each from Bio Biological Sciences: BIOS 101, 104, 105, 106, 107, 10 Physical Sciences: ASTR 105, 106; CHEM 106, 121, 12 252, 261, 262	8, 109, 110, 120	
Fine/Performing Arts (3 hours): FA 140, 240, 241; MUS	S 120; THEA 160, 240, 241	
CDA AND OTHER REQUIREMENTS: Students my	ust have a CDA of 2.0 or greater i	in the fellowing group in order
GPA AND OTHER REQUIREMENTS: Students muto graduate: overall, LSUS, business core, major cobetter in their major courses as well business core v	urses and all business courses.	Students must make a C or
I have been advised that I am responsible for knowi	ng curriculum requirements and g	graduation requirements as