

**TERRY COLLEGE OF BUSINESS**  
**MARKETING and INTERNATIONAL BUSINESS COMAJOR DEGREE REQUIREMENTS**

Honors and Study Abroad Equivalents Accepted

Third/Fourth Year Curriculum - 60 hours

**MAJOR REQUIREMENTS** (see UGA Bulletin for prerequisites/corequisites)

**HOURS EARNED**

**Upper Division Business Core – 15 hours**

MSIT 3000 Statistical Analysis for Business (enroll the semester applying to Terry)	_____
FINA 3000 Financial Management	_____
MGMT 3000 Principles of Management	_____
MARK 3000 Principles of Marketing	_____
BUSN 4000 Predictive Modeling and Optimization	_____ (15 hours)

**Major Required:** Grades of “C” or better required in all coursework

• MARK 4000 Marketing Research for Business Decisions	_____
• MARK 4100 Consumer Buyer Behavior	_____
• MARK 4500 Services Marketing	_____
• MARK 4700 International Marketing	_____
• MARK 4900 Marketing Strategies and Decision Making	_____
• Major related courses, select one from the following: MARK 4210, 4220, 4350, 4450, 4600, 4650 4800, 5000	_____
• ECON 4040 The International Business Environment	_____
• MGMT 5560 International Strategic Management	_____ (24 hours)

**Major Elective: Select one from the following** - Grade of “C” or better required

• LEGL 4900 International Legal Transactions for Business	_____
• INTB 4800 Internship and/or Cooperative Education <u>or</u> INTB 5100 Special Topics in International Business	_____
• FINA 4810 International Finance	_____
• MIST 5780 Special Topics: Globalization and Information Systems	_____ (3 hours)

**Upper Division General Electives – 6 hours**

Two (3-hour) courses required: Choose from 4000-level or above business prefix courses or 3000-level or above courses outside the Terry College. \_\_\_\_\_ (6 hours)

**Foreign Language Requirement: Proficiency to conversation level below.**

ARAB(LING) 3005, CHNS 3010, FREN 3010, FREN 3010H, GRMN 3010, ITAL 3010, JPNS 3010, KREN 3001, PORT 3010, RUSS 3001, SPAN 3010, SPAN 3010H, VIET 3001, YORB 3010 \_\_\_\_\_ (3 hours)

**Electives:** Minimum of 9 hours. Additional coursework is required in order to meet the UGA graduation requirement of 120 hours plus a PE credit. \_\_\_\_\_ (9 hours)

**International Immersion Requirement: Students must satisfy one of the following Options:**

- UGA Approved Study Abroad Program
- Two additional foreign language courses (in the student’s chosen language) past conversation level above
- An internship with an international component (INTB 4800)

**Optional - Area of Emphasis in Legal Studies. Required Courses: LEGL 4400, LEGL 4500, LEGL 4600 and LEGL 4900.**

**University-wide Requirements**

Physical Education • American and Georgia History • Federal and Georgia Constitution • Environmental (Awareness) Literacy • Cultural Diversity • UGA Residency; 45 of last 60 semester hours must be earned through UGA • Minimum of 2.00 University of Georgia cumulative average required.

**Terry College Graduation Requirements**

ECON 2100 or ECON 2200 • COMM 1100 or COMM 1500 or COMM 3200 • Terry College Residency - 30 hours of Terry prefix courses must be satisfied through UGA • 2.00 Terry College GPA on Terry prefix courses required.