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

**Honors, Online, 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**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>HOURS EARNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSIT 3000</td>
<td>Statistical Analysis for Business</td>
<td>1</td>
</tr>
<tr>
<td>FINA 3000</td>
<td>Financial Management</td>
<td>1</td>
</tr>
<tr>
<td>MGMT 3000</td>
<td>Principles of Management</td>
<td>1</td>
</tr>
<tr>
<td>MARK 3000</td>
<td>Principles of Marketing</td>
<td>1</td>
</tr>
<tr>
<td>BUSN 4000</td>
<td>Predictive Modeling and Optimization</td>
<td>(15 hours)</td>
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</tbody>
</table>

**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
- ECON 4040 The International Business Environment
- MGMT 5560 International Strategic Management

Major related courses, select one from the following: MARK 4210, 4220, 4350, 4450, 4600, 4650 4800, 5000 (24 hours)

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

- ACCT 4900 International Accounting
- BUSN 4650 Diversity in a Global Environment
- FINA 4810 International Finance
- INTB 4800 Internship and/or Cooperative Education
- LEGL 4900 International Legal Transactions for Business
- MIST 5780 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, GRMM 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)

**University-wide Requirements**

- Grades of "C" or better in all major courses
- Cultural Diversity
- Environmental Awareness
- Experiential Learning
- United States and Georgia History
- Federal and Georgia Constitution
- Physical Education
- UGA Residency (45 of last 60 semester hours must be earned through UGA)
- Minimum of 2.00 University of Georgia cumulative and overall average required.

**Terry College Graduation Requirements**

- Terry College Residency (30 hours of Terry prefix courses must be satisfied through UGA)
- Terry Communications Requirement (BUSN 4900 or COMM 1110 or COMM 1500 or COMM 3200)
- Terry Economics Requirement (ECON 2100 or ECON 2200)
- 2.00 Terry College GPA (across all Terry prefix courses)

Fall 2018