

Marketing - General Marketing Concentration, BSBA

Placement Exams for this Major:

1. [Math Placement Test](#) - Only if your SAT MAT was less than 550 or your ACT MAT was less than 22. Take this online placement test as soon as possible and prior to registering for classes. If you don't pass the Math Placement Test with a score of 10 or higher, then register for MAT 1001 (Foundations in Mathematics and Mindsets)

First-Year Student Course Recommendations:

1. RC 1000 or UCO 1200 if there are seats available. If not, it's fine to take both classes in the spring semester.
2. Choose a General Education ****Science Inquiry (SI). Enroll in one SI course.**
3. Enroll in **MAT 1035** (see Math Placement note above)
4. Enroll in a General Education (aka Gen Ed) course*
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[Having trouble registering?](#)

- Review the [Student Self-Service Guide](#) for Registration instructions and videos.
- If the courses above are closed, [add yourself to waitlists](#).
- Then add appropriate classes from page 2 of the [2025-2026 Checksheat](#) until you have registered for 12-15 total hours.
- Use the [Gen Ed Requirements in the Bulletin](#) to look up Gen Ed course descriptions.
- Use this [Course Prefixes/Subjects list](#) to know which subject to choose in the Class Search in AppalNet.
- Rewatch the [Gen Ed video in PREP](#) to better understand the Categories and Designations components of Gen Ed.
 - All English Literary Studies: ENG xxxx (LS) designation courses have a prerequisite of R C 1000, First Year Writing (R C = Rhetoric & Composition.)
- BOONE CAMPUS students: Here is a [color-coded 2-page General Education checksheet](#) (updated 3x/day) that shows which Boone Campus Gen Ed classes have open seats.

**Note that some science courses need to be taken sequentially (in order). Chemistry Connections, The Physics of our Technological World and Physics with Calculus are not encouraged for College of Business majors. These Inquiries are designed for specific majors only based on prerequisites.

Alternative Courses for Your First Semester:

Can't get into the classes above? Try these:

- CIS 1060
- Choose a General Education **Wellness Literacy** course
- Enroll in an additional Gen Ed Course*

*Please plan for your Fine Arts (FA), Historical Studies (HS), Literary Studies (LS) and Social Science (SS) designations appropriately. If you want to, you can plan for your Foundations of American Democracy (FAD) degree requirement (indicated by a  symbol on the [2025-2026 General Education Program of Study](#)) to count toward three requirements: i.e. FAD, SS, and HUM.

Have you built a 14-16 hour schedule using the classes above?

Are you looking for a class to help you build your skills to be successful in college and help you adjust to college life? Check out these elective courses: [College Success Seminar](#) and [Academic Success Courses](#).

Reviewed by Krista Dancy, 4/21/25
sw 4/23/24