



**NORFOLK STATE UNIVERSITY  
SCHOOL OF BUSINESS  
2025 CURRICULUM  
LEADING TO THE B.S. DEGREE IN BUSINESS  
MARKETING CONCENTRATION<sup>†\*\*</sup>**



The Bachelor of Science degree in Business with a concentration in Marketing requires a minimum of 121 hours of undergraduate work. The courses required in the Marketing concentration include the following:

First Year			Semester Credit Hour
SEM	101	Spartan Seminar 101	1 cr. hr.
SEM	102	Spartan Seminar 102	1 cr. hr.
BUS	175	Introduction to Business & Entrepreneurship	3 cr. hrs.
BIO	100	Biological Sciences	3 cr. hrs.
SCI	101	Introduction to Physical Sciences	3 cr. hrs.
XXX	XXX	Science Lab Elective (See Note A)	1 cr. hr.
ENG	101	College English I	3 cr. hrs.
ENG	102	College English II (ENG 101)	3 cr. hrs.
HED	100	Personal and Community Health	2 cr. hrs.
BUS	284	Advanced Micro Computing	3 cr. hrs.
MTH	131	Pre-calculus for Non-Science Majors	3 cr. hrs.
MTH	132	Calculus for Non-Science Majors (MTH 131)	3 cr. hrs.
PED	100	Fitness for Life or PED 101/102 or Modified PED	1 cr. hr.
<b>TOTAL</b>			<b>30 cr. hrs.</b>
Second Year			
SEM	201	Spartan Seminar 201	1 cr. hr.
ACC	201	Principles of Financial Accounting	3 cr. hrs.
ACC	202	Principles of Managerial Accounting (ACC 201)	3 cr. hrs.
BUS	281	Legal Environment for Business (BUS 175)	3 cr. hrs.
BUS	270	Business Statistics (MTH 132)	3 cr. hrs.
ECN	211	Principles of Microeconomics	3 cr. hrs.
ECN	212	Principles of Macroeconomics (ECN 211)	3 cr. hrs.
ENG	210	Practical English Grammar	3 cr. hrs.
PSY	210	Introduction to Psychology	3 cr. hrs.
ENG	285	Public Speaking (ENG 102)	3 cr. hrs.
XXX	XXX	Humanities (See Note B)	3 cr. hrs.
<b>TOTAL</b>			<b>31 cr. hrs.</b>
Third Year			
BUS	330	Business Communications	3 cr. hrs.
BUS	376	Statistics and Quantitative Methods (BUS 270)	3 cr. hrs.
BUS	387	Intro. to Entrepreneurship (BUS 366, BUS 360 and BUS 365)	3 cr. hrs.
BUS	360	Corporate Finance (ACC 202 AND ECN 212)	3 cr. hrs.
BUS	375	Management Information Systems & E-Commerce (BUS 284)	3 cr. hrs.
BUS	365	Organizational Behavior and Theory (PSY 210)	3 cr. hrs.
BUS	366	Principles of Marketing (Junior Standing)	3 cr. hrs.
BUS	367	Consumer Behavior (BUS 366)	3 cr. hrs.
BUS	XXX	Business Elective	3 cr. hrs.
BUS	391	Introduction to Data Analytics & Big Data (BUS 375)	3 cr. hrs.
<b>TOTAL</b>			<b>30 cr. hrs.</b>
Fourth Year			
BUS	476	Operations Management (BUS 376)	3 cr. hrs.
BUS	478	Strategic Management (BUS 476, BUS 365, BUS 366, BUS 360)	3 cr. hrs.
BUS	412	Marketing Management (BUS 366 and Senior Standing)	3 cr. hrs.
BUS	413	Principles of Retailing (BUS 366)	3 cr. hrs.
BUS	416	International Marketing (BUS 366)	3 cr. hrs.
BUS	497	Marketing Research (BUS 366, BUS 270 and Senior Standing)	3 cr. hrs.
BUS	XXX	Business Elective (See Note C)	9 cr. hrs.
XXX	XXX	Global/Cultural & Language Electives (See Note B)	3 cr. hrs.
<b>TOTAL</b>			<b>30 cr. hrs.</b>
<b>TOTAL REQUIREMENTS</b>			<b>121 cr. hrs. (OVER)</b>

**Note A:** A student needs to take the following **ONE** of the following laboratory courses.

BIO 100L Biological Science Lab  
SCI 101L Physical Science Lab

**Note B:** Global/Cultural and Foreign Language Electives (6 hours)

A student will choose **TWO** courses from the list below.

SOC 325 Society, Business & Internationalism  
ENG 207 Introduction to World Literature  
ENG 383 African-American Literature  
FIA 201 Basic Art Appreciation  
GEO 141 World Regional Geography  
GEO 331 Economic Geography  
GEO 336 Political Geography  
GEO 337 Geography of Africa  
HIS 336 African-American History since 1865  
HIS 360 Latin America: Argentina, Brazil, and Chile  
HIS 361 Latin America: Readings in Latin American History  
HIS 363 Introduction to Modern Near-East  
HIS 365 Latin America: Mexico, Central America, and the Caribbean  
HIS 370 African History and Culture  
HIS 371 African History and Culture  
HIS 374 East Asian Civilization  
HIS 375 Contemporary Economic System of China  
HIS 376 Contemporary Economic System of Japan  
HIS 446 Latin America Colonial  
HIS 448 Slavery in the Atlantic Basin  
HIS 476 Modern China and Modern Japan  
HUM 210 Humanities  
HUM 211 Humanities  
MUS 301 Music Appreciation  
MUS 234 African-American Music  
POS 315 Blacks in American Political Process  
POS 323 Comparative Government  
POS 360 International Politics  
POS 442 International Law  
POS 461 International Organization  
POS 462 The Near (Middle) East in International  
POS 463 Politics of African Nations  
POS 467 Introduction to Non-Western Politics  
POS 468 A Survey of Contemporary Governments of Asia  
PSY 340 Psychology of African Americans  
REL 200 Major World Religions  
SOC 101 Introduction to Social Science  
SOC 237 Racial and Cultural Minorities  
SOC 242 Introduction to Anthropology  
FRN 111 and 112 Elementary French I and II  
GRM 111 and 112 Elementary German I and II  
JPN 111 and 112 Elementary Japanese I and II  
SPN 111 and 112 Elementary Spanish I and II  
SWA 111 and 112 Elementary Swahili I and II

**Note C:** A student needs to take **FOUR** of the following courses towards Business Electives. (12 cr. hrs.)

BUS 465 Small Business Management (BUS 387)  
BUS 396 Introduction to Blockchain: Foundations and Business Use Cases (BUS 375)  
BUS 477 Franchising (BUS 366 & senior standing)  
BUS 363 Financial Institutions (BUS 360)  
BUS 350 Ethics in Management (BUS 365)  
BUS 415 International Management (BUS 365)  
BUS 390 Business Database Management (BUS 284)  
BUS 431 Information Systems Analysis & Design

**STUDENTS MUST EARN A “C” OR HIGHER IN THE FOLLOWING:**

1. ALL Business courses: (ACC, BUS, and ECN)
2. ALL English courses: (ENG)
3. ALL Math courses: (MTH)
4. ALL Computer Science courses: (CSC)

**MATHEMATICS SEQUENCE**

For business school students, MTH 131, and MTH 132 are required courses. Based on the results of the mathematics placement test, a student **MUST** follow one of the following mathematics sequences.

Math Placement Test Result	Math Sequence
MTH 101	MTH 101, MTH 105, MTH 131, MTH 132
MTH 102	MTH 102, MTH 131, MTH 132
MTH 131	MTH 131, MTH 132

**Revised: April 2022**