

TERRY COLLEGE OF BUSINESS
MARKETING and INTERNATIONAL BUSINESS CO-MAJOR DEGREE REQUIREMENTS

MAJOR REQUIREMENTS (see UGA Bulletin for prerequisites/corequisites)

HOURS EARNED

Upper Division Business Core

FINA 3000 Financial Management	_____	
MGMT 3000 Principles of Management	_____	
MARK 3000 Principles of Marketing	_____	
MSIT 3000 Statistical Analysis for Business	_____	(12 hours)

Leadership Required Courses

MGMT 3020 and 4020 Foundations for Business Leadership I & II (1.5 hours each)	_____	(3 hours)
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Major Required:

• 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, 4600, 4800, 5000	_____	
• ECON 4040 The International Business Environment	_____	
• MGMT 5560 International Strategic Management (IB capstone course)	_____	(24 hours)

Major Elective: Select one from the following

• LEGL 4900 International Legal Transactions for Business		
• INTB 4800 Internship and/or Cooperative Education or INTB 5100 (Special Topics in Int'l Business)		
• FINA 4810 International Finance		
• MIST 5780 Special Topics: Globalization and IT	_____	(3 hours)

Foreign Language Requirement: Proficiency to conversation level (3000-level).

If proficiency level is satisfied with less than 12 hours earned, Free Electives may be taken in order to satisfy the 12-hour requirement. _____ (12 hours)

General Electives – 6 hours

Two (3-hour) courses required: Choose from 4000-level or above business courses or 3000-level or above courses outside Terry. (See UGA Undergraduate Bulletin for prerequisites) _____ (6 hours)

International Immersion Requirement: Students must complete one of the following:

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

OPTIONAL - Area of Emphasis in Legal Studies

Required Courses:

- LEGL 4400 _____
- LEGL 4500 _____
- LEGL 4600 _____
- LEGL 4900 _____ (12 hours)

Free electives

Free electives are created by waiving coursework (such as math, or language). Courses must be made up with 1000+ academic courses.

(Adding this Area of Emphasis may require additional hours to graduate)

Other Degree Requirements:

_____ Current Academic Standards to Declare Major	_____ Physical Education - one hour
_____ American and Georgia History Exam	_____ UGA Residency: 45 of last 60 semester hours
_____ Federal Constitution Exam	_____ TCB Residency: 30 hours as Terry College of Business student
_____ Georgia Constitution Exam	_____ 2.0 grade point average in Business courses for graduation certification
_____ Regents' Exam	_____ 2.0 University of Georgia cumulative average for graduation certification
_____ Environmental Literacy Requirement	_____ Cultural Diversity Requirement\