MARKETING – B.S. – 2009-10

(To the student: Please make sure you are using the correct check sheet based on your enrollment year. Official check sheets should be secured only from the Registration Office. YOU are responsible for making sure you are on the correct check sheet, in sync with Registration, and completing all program requirements accurately and on time.)

Min Total Hours Required: 124
Min Total Lib Arts Hours Req'd: 60
Min Overall GPA-acc 2.5; rem 2.5; grad 2.5
Min Major GPA-acc 2.5; rem 2.5; grad 2.5
Other: No grade less than C- in major

Residence Requirements:
31 Hrs at RWC: _____
15 Hrs in Major at RWC: _____
Of last 31 Hrs, 24 at RWC: _____

Student Name: _____
Transfer: _____
Advisor: _____
Accepted to Major on: _____
Degree Appl Submitted on: _____

General Education Requirements		SHr	Grd
Pick one from the following*:			
ART 101	Intro to Visual Arts (or a *Non-Liberal Arts* studio art course)	2, 3	
MUS 104	Intro to Music	2	
FNA 102	Intro to Dance	2	
PSY 260	Organztnl Behavior (Beh Sci)	3	
	Foreign Language♦	(3)	
N/A	Foreign Language♦	N/A	N/A
N/A	Foreign Language♦	N/A	N/A
ECN 201	*MICROECONOMICS (HST/ECN/SS ELCT)*	*3*	
	Lab Science	3, 4	
BIB 101	Old Tstmnt Lit & Theol**	3	
BIB 102	*NEW TSTMNT LIT & THEOL*	*3*	
CMC 101	Principles of Speech**	2	Min C-
CMP 101	Principles of Writing*≈	3	Min C-
CMP 102	*WRITING & RESEARCH*€*	*3*	*MIN C-*
GED 100	First-Year Seminar**	2	
GED 401	Senior Seminar**	2	
HST 102/103	Western Civ I or II**	3	
LIT 101	Intro to Literature	3	
MTH *121*/185	*APPLD ALGEBRA* or Pre-calculus	3	Min C-
PED 100	Fitness for Life	1	
PED	Physical Ed Skills♣	1	
PHL 202	BUSINESS Phil & Ethcl Issues**	3	

*Honors students may elect to take FNA 101H instead of ART/MUS/FNA;
*Honors students may elect to take CMP 103H instead of CMP 101 & 102; however those not also transferring in a writing course must take an add'l 3-hr Lib Arts elctv

**Honors version of course available for Honors Students

≈Completion within the first two semesters is expected

€Completion within the first two years is recommended

♣No more than 2 hrs may be counted toward degree

♦Or proficiency as outlined in the College catalog

If Transfer student, total # transfer hours:

Date	Total Hours	Total LA Hours	Date	Total Hours	Total LA Hours

Liberal Arts courses: ART-appreciation/history, ASL, AST, BCH, BIB, BIO, CHM, CMC, CMP, CSC-selected, ECN, ESC, ESL, FNA, FRN, GED, GEO, GRK, GRN, HEB, HST, HUM, LIT, MTH, MUS-aural/history/literature/theory, PHL, PHS, PHY, PSC, PSY, REL, RST, SOC, SPN, THE, THR-history, WST

Can**not** count as Lib Arts: ACC, ART-studio/prctcm, BUA (incl Bus Math/Com), CRJ, CSC-applctn/prog lang/practium, EDU, INT, MGT, MKT, MIN, MUS-appld/mthds/pedgy, MUS-prfrmnc/prctcm, NSC, NSG, PED, PPE, SWK, THR-mthds

Major Requirements: 68 Hours		SHr	Grd
DIVISION'S COMMON PROFESSIONAL CORE (44 HOURS):			
ACC 201	*PRINCIPLES OF ACCOUNTING I*	*3*	
ACC 201 L	*PRIN OF ACCOUNTING I LAB*	*1*	
ACC 202	*PRINCIPLES OF ACCOUNTING II*	*3*	
ACC 202L	*PRIN OF ACCOUNTING II LAB*	*1*	
BUA 101	Introduction to Business	3	
BUA 210	Business Law I	3	
BUA 321	*CORPORATE FINANCE*	*3*	
BUA 380	*INTERNATIONAL BUSINESS*	*3*	
CSC 130	Intro to Mgmnt Info Systems	3	
ECN 202	*PRIN OF MACROECONOMICS*	*3*	
ECN 205	Personal Economics	3	
MGT 201	Principles of Management	3	
MGT 420	*STRATEGIC MANAGEMENT*	*3*	
MKT 201	Principles of Marketing	3	
MTH 200	Statistics	3	Min C-
SOC 341	*THE LEADERSHIP CHALLENGE*	*3*	
MARKETING REQUIREMENTS (24 HOURS):			
MKT 325	*MARKETING INTERNSHIP PREP*	*1*	
MKT 340	*ADVERTISING*	*3*	
MKT 345	***CONSUMER BEHAVIOR***	***3***	
MKT 350	***SALES PROMOTION***	***3***	
MKT 355	***PERSNL SELLING/SALES MGMT***	***3***	
MKT 360	***CREATIVITY & PROBLEM SLVNG***	***3***	
MKT 401	***MARKETING RESEARCH***	***3***	
MKT 402	*MARKETING MANAGEMENT*	*3*	
MKT 450	*INTERNSHIP EXPERIENCE*	*2*	

Other Elective Credits to Reach 124 Hours (It is likely that additional liberal arts credits will be necessary.)		SHr	Grd

Shading=Lib Arts; *ITALICIZED CAPS=Pre-req needed*; **Bold=Offered alternate yrs or on demand**

SAMPLE