

BUSINESS ADMINISTRATION; MARKETING

Bachelor of Science

Incoming students as of Fall 2010

GE Requirements

1. First-Year Seminar
 - WPU 101 First-Year Seminar
2. Arts & Communication
 - Complete 2 courses from the following:
 - ARTH 101 Approaches to Visual Art
 - ARTH 104 Approaches to Modern Art
 - COMM 101 Intro to Theatre
 - COMM 110 Communication in Action **(required)**
 - MUS 120 Music Appreciation
3. Humanities
 - Complete the following 7 requirements:
 - ENG 110 Writing Effective Prose
 - ENG 150 Intro to Literature
 - HIST 101 Foundations of Western Civ*
 - HIST 102 The West & The Modern World*
 - PHIL 110 Intro to Philosophy
 - FOREIGN LANGUAGE 6 credits
4. Math/Science
 - Complete the following course:
 - MATH 140 Quantitative Mathematics I
 - Complete 2 courses from the following:
 - PHYS 110 Intro to Physics
 - PHYS 170 Astronomy
 - PHYS 255 College Physics I
 - PHYS 256 College Physics II
 - PHYS 260 General Physics I
 - PHYS 261 General Physics II
 - BIO 120 Human Biology
 - BIO 130 Field Biology
 - CHEM 120 Chemistry in Perspective
 - CHEM 031, 131 College Chemistry
 - CHEM 032, 132 Organic Biochemistry
 - CSH 150 Integrated Science
 - ENV 110 Environmental Foundations
 - ENV 115 General Geology
5. Social Science
 - Complete 3 courses from the following:
 - ECON 201 Macroeconomic Principles **(required)**
 - POL 110 Intro to Politics **or**
 - POL 120 American Government
 - PSY 110 General Psychology **or**
 - SOC 101 Principles of Sociology
6. Health/Movement Science
 - Complete 1 of the following:
 - PBHL 120 Current Health Issues
 - PBHL 200 Active Lifestyles in Health
 - PEGE 150 Fitness for Life
 - PEGE 200 Active Lifestyles in Health
7. Racism & Sexism
 - Complete 1 of the following:
 - AACS 150 Racism & Sexism in the US
 - AACS 155 Justice & Racism
 - WS 110 Women's Changing Roles
 - WS 150 Racism & Sexism in the US
8. General Education Elective
 - Complete 2 courses from the General Ed. List
 - *Excluding Major Courses*
9. Non-Western
 - Marketing students satisfy this requirement by taking MKT 316

MARKETING: A minimum of 60 credits and a grade point average of 2.000 must be earned in this major to graduate.

COMMON BUSINESS CORE COURSES

- ACCT 211 Financial Accounting
- ACCT 212 Managerial Accounting
- ECON 202 Microeconomic Principles
- ECON 210 Business Statistics I
- FIN 320 Corporate Finance
- LAW 201 Legal Environment of Business
- MGT 200 Principles of Management
- MGT 305 Management Information Systems
- MGT 431 Production and Operations Management
- MGT 460 Business Strategy and Policy
- MKT 210 Principles of Marketing

MAJOR REQUIREMENTS

- MKT 316 Multinational Marketing
- MKT 320 Consumer Behavior
- MKT 465 Marketing Research
- MKT 482 Marketing Management

Choose 2 courses from the following:

- MKT 314 Advertising
- MKT 332 e-Marketing

- MKT 342 Retail Management
- MKT 399 Special Topics
- MKT 475 Supply Chain Management
- MKT 485 Practicum in Marketing
- MKT 490 Internship in Marketing
- MKT 499 Independent Study
- RPS 205 Professional Selling
- RPS 210 Negotiations

DIRECTED ELECTIVE REQUIREMENT

- ECON 211 Business Statistics II
- ECON 355 Diversity in Organizations (1.5 cr.)
- MGT 350 Ethics and Business (1.5 cr.)

In addition one 3 credit course, 200 level and above, outside of the concentration area must be taken, **chosen with the help of an advisor**. Students are encouraged to consider coursework that segues well with their specific area of interest.

* HIST 205&206 (as a pair) can substitute for HIST 101&102