

Student's
Name: _____

Class of 20

Degree and
Concentration: **BBA – Marketing**

Liberal Arts Core			
Subject Area	Offered	Have	Need
I. First Year Experience – 4 credits			
UNIV 100 (1 credit)			
ENGL 160 Writing Skills (3 credits)			
II. Ultimate Relationships – 12 credits			
R ST 112 Modern Belief			
R ST (200 level or higher)			
PHIL 113 Intro to Philosophy			
PHIL (200 level or higher)			
<i>*PHIL 427 or 315 recommended</i>			
III. Physical Universe- 6 credits			
MATH 155 Statistics			
SCI Any course			
IV. Self and Social Structure- 3 credits			
+ECON 100 Basic Economics			
<i>*Students who do not take ECON 100 may take ECON 101 and ECON 102 in its place. However, if a student takes a Micro or Macro course, he/she must take the other course in order to satisfy the requirement.</i>			
V. Cultural Context – 12-15 credits			
ENGL 180 Intro to World Literature			
ENGL 300 level or above			
LANG I (6 credits of same language)			
LANG II **			
Fine Arts			
VI. Historical Context – 6 credits			
History ***			
History			

Subtotal: 43-46 credits

Elective Courses: 17-20 credits

*BUS 380 Ethical Leadership & Corporate Social Responsibility			

Important Notes:

TOTAL: 63 credits

*BUS 380 is highly recommended for those students who are not taking Business Ethics as part of their Philosophy requirement.

** If a student has completed 4 years of the same foreign language in high school, that student can choose to take just one, three-credit course to satisfy the foreign language requirement. That course, however, must be above the 212 level.

*** One course in a student's curriculum must fulfill a global studies requirement. Courses that fulfill this category will be designated as such in the course description and course listings.

Transfer students are exempt from UNIV 100

Requirements for All Business Majors (36 credits)			
Subject Area	Offered	Have	Need
BUS 200 Adv Comp Tools for Mgmt	F* / Spr / Sum		
BUS 111 Principles of Marketing	F / Spr* / Sum		
BUS 123 Mgmt & Career Options	F* / Spr / Sum		
BUS 131 Accounting I	F* / Spr / Sum		
BUS 132 Accounting II	F / Spr* / Sum		
BUS 234 Intro to Financial Planning	Spr		
BUS 252 Legal Env of Business	F		
BUS 301 MIS	F		
BUS 312 Ops Mgmt/Quant Analysis	F / Spr		
BUS 341 Organizational Behavior	Spr		
BUS 422 Personnel Mgmt/HR	F		
BUS 481 Bus Policy/Strategic Plan	F / Spr		
BUS 475(ABCD) Portfolio Exp (0 cr)	Spr		

*Multiple sections offered in this semester.

Individual Program/Major Requirements (18 credits)			
Subject Area	Offered	Have	Need
BUS 112 Principles of Professional Sales			
BUS 212 Advertising: Principles & Practices			
BUS 306 Electronic Commerce	Spr		
BUS 314 Marketing Mgmt			
BUS 315 Internat'l. Marketing	F		
BUS 413 Marketing Research	Spr		

Plus any Three (3) of the Following: (9 credits)			
Subject Area	Offered	Have	Need
BUS 113 Retail Mgmt			
BUS 213 Consumer Behavior			
BUS 215 Survey of Visual Display & Design			
BUS 317 Theories of Merchandise Buying			
*BUS 380 Ethical Leadership & Corporate Social Responsibility	Spr		
BUS 451 Business Internship	F / Spr / Sum		
BUS 461 Leadership Process in the Global Marketplace	Spr		
BUS 480 Women in Mgmt			

TOTAL: 63 credits

(1) Transfer students' minimum number of credits required to complete the BBA degree at Marywood is 60 semester hours.

(2) Minimum number of credits required for BBA-Marketing degree is **126 credits**