

EDINBORO UNIVERSITY OF PENNSYLVANIA
CURRICULUM REQUIREMENTS
 Bachelor of Science
Major: Business Administration
 Marketing Concentration (0492)

Student: _____ ID# @ _____ Term: _____

I. GENERAL EDUCATION (42 SH)

	SH	Grade	Date
A. Skills (12 SH)			
ENGL 101 College Writing Skills	3	_____	_____
ENGL 102 Writ/Research	3	_____	_____
MATH150 Math for Business	3	_____	_____
CSCI 104 Essentials Computing I Or Discipline-specific computer competency course	3	_____	_____

B. Core (21 SH)

- | | | | | |
|---|---------------|-------|-------|-------|
| 1. Artistic Expression | (3 SH) | _____ | _____ | _____ |
| 2. World Civilizations | (3 SH) | _____ | _____ | _____ |
| 3. American Civilizations | (3 SH) | _____ | _____ | _____ |
| 4. Human Behavior | (3 SH) | _____ | _____ | _____ |
| 5. Cultural Diversity & Social Pluralism | (3 SH) | _____ | _____ | _____ |
| 6. Ethics
PHIL240 Intro/Moral Issues | (3 SH) | _____ | _____ | _____ |
| 7. Natural Science | (3 SH) | _____ | _____ | _____ |

C. Distribution (9 SH)

- | | | | | |
|--|---|-------|-------|-------|
| 1. Humanities & Fine Arts (3 SH)
ENGL370 Bus. English | 3 | _____ | _____ | _____ |
| 2. Social & Behavioral Sciences (3 SH)
<i>Fulfilled by the required Business Foundation Course</i>
ECON220 Microeconomics | 3 | _____ | _____ | _____ |
| 3. Science & Math (3 SH)
MATH260 Elements of Stats | 3 | _____ | _____ | _____ |

¹Semester hours counted in Distribution 2
²See requirements for admission to Concentration
³Required for graduation

**THIS IS NOT AN OFFICIAL TRANSCRIPT
OF RECORD**

(Revised: March 2013; Approved: June 2013)
 (Effective: Fall 2013)

II. BUSINESS FOUNDATION COURSES (18 SH)

	SH	Grade	Date
ACCT215 Principles of Accounting I	3	_____	_____
ACCT220 Principles of Accounting II	3	_____	_____
BUAD000 Business Primer	0	_____	_____
BUAD160 Business in Society	3	_____	_____
BUAD260 Business Law I	3	_____	_____
ECON220 Prin. of Microeconomics	3 ¹	_____	_____
ECON225 Prin. of Macroeconomics	3	_____	_____
QUAN340 Statistics for Business and Economics	3	_____	_____

III. MARKETING² (42 SH)

A. Business Requisites (15 SH)

BUAD001 Career Prep Seminar	0 ³	_____	_____	_____
BUAD320 Info Resource Mgmt	3	_____	_____	_____
BUAD475 Business Decision Making	3	_____	_____	_____
FIN300 Principles of Finance	3	_____	_____	_____
MGMT300 Principles of Management	3	_____	_____	_____
MKTG300 Principles of Marketing	3	_____	_____	_____

B. Required Courses (12 SH)

MKTG320 Advertising & Promotion	3	_____	_____	_____
MKTG340 Consumer Behavior	3	_____	_____	_____
MKTG410 Marketing Research	3	_____	_____	_____
MKTG475 Mktg. Analysis & Planning	3	_____	_____	_____

C. Elective Courses (6 SH)

Any two (2) marketing (MKTG) courses at the 310 or higher level not elsewhere required.

_____	3	_____	_____	_____
_____	3	_____	_____	_____

D. Required Related Courses (9 SH)

Any combination of courses at the 310 or higher level not elsewhere required with the following prefixes: ACCT, BUAD, ECON, FIN, MGMT, MKTG. No more than one course may be MKTG.

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

IV. FREE ELECTIVES (18 SH)

Free elective semester hours may be used for internship credits.

	SH	Grade	Date
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

TOTAL (120 SH)
