

**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
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**A. Skills (12 SH)**

ENGL101	College Writing Skills	3	_____
ENGL102	Writ/Research Skills	3	_____
MATH150	Applied Math for Business	3	_____
CSCI104 or discipline-specific computer competency course		3	_____

**B. Core (21 SH)**

1	<b>Artistic Expression</b>	(3 SH)	_____
2	<b>World Civilizations</b>	(3 SH)	_____
3	<b>American Civilizations</b>	(3 SH)	_____
4	<b>Human Behavior</b>	(3 SH)	_____
5	<b>Cult Div. &amp; Social Plur</b>	(3 SH)	_____
6	<b>Ethics</b>	(3 SH)	_____
7	<b>Natural Science</b>	(3 SH)	_____

**C. Distribution (9 SH)**

1	<b>Humanities &amp; Fine Arts</b>	(3 SH)	_____
	ENGL370 or COMM298	3	_____
2	<b>Soc &amp; Behav Sciences</b>	(3 SH)	_____
	ECON220 Princ of Microeconomics	3	_____
3	<b>Science &amp; Math</b>	(3 SH)	_____
	STAT260 Elements of Statistics	3	_____

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

**Note:** At least 42 semester hours must consist of advanced coursework.

\* Credits counted in General Education - Distribution 2

<sup>1</sup> Course required for graduation

(Revised: March 2017; Approved: May 2017)

(Effective: Summer 2017)

**II. BUSINESS FOUNDATION COURSES (18 SH)**

	SH	Grade	Date
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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	Principles of Microeconomics	*	_____
ECON225	Principles of Macroeconomics	3	_____
QUAN340	Stats for Business & Economics	3	_____

**III. MARKETING (42 SH)**

**A. Business Requisites (15 SH)**

	SH	Grade	Date
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BUAD001	Career Prep Seminar	0 <sup>1</sup>	_____
BUAD320	Information 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 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 prefix: ACCT, BUAD, ECON, FIN, MGMT, MKTG, or PFP

	3		_____
	3		_____
	3		_____

**IV. FREE ELECTIVES (18 SH)**

	SH	Grade	Date
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			_____
			_____
			_____
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**TOTAL (120 SH)**