

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	_____	_____
MATH 150 Math for Business	3	_____	_____
CSCI 104 Essentials Computing I	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	(3 SH)	_____	_____
PHIL240 Intro/Moral Issues		_____	_____
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. Science & Math	(3 SH)	_____	_____
STAT260 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

Note: Students enrolled prior to Fall 2013 will be allowed to take Consumer Behavior (MKTG 340) or Marketing Research (MKTG 410) in place of Channels of Distribution (MKTG 360).

(Revised: October 2015; Approved: December 2015)
 (Effective: Spring 2016)

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 Bus & Econ	3	_____	_____

III. MARKETING² (42 SH)

	SH	Grade	Date
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, PFP.			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

IV. FREE ELECTIVES (18 SH)

Free elective semester hours may be used for internship credits.			
_____	SH	Grade	Date
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

TOTAL (120 SH)

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