

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

Student: _____ ID# @ _____ Term: _____

I. GENERAL EDUCATION (45 SH)

SH Grade Date

A. Skills (12 SH)

ENGL101 College Writing Skills	3	_____	_____
ENGL102 Writ/Research	3	_____	_____
MATH105 College Algebra	3	_____	_____
CSCI104 Essentials of 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)	_____	_____
7. Natural Science	(3 SH)	_____	_____

C. Distribution (12 SH)

1. Humanities & Fine Arts	(3 SH)	_____	_____
2. Social & Behavioral Sciences*	(6 SH)	_____	_____
<i>*Fulfilled by the required Business Foundation Courses: ECON220 and ECON225.</i>			
3. Science & Math	(3 SH)	_____	_____
MATH260 Elements of Statistics	3	_____	_____

THIS IS NOT AN OFFICIAL TRANSCRIPT OF RECORD

II. BUSINESS FOUNDATION COURSES (30SH)

SH Grade Date

ACCT215 Principles of Accounting I	3	_____	_____
ACCT220 Principles of Accounting II	3	_____	_____
BUAD320 Information Resources Management	3	_____	_____
BUAD260 Business Law I	3	_____	_____
BUAD475 Business Decision Making	3	_____	_____
ECON220 Principles of Economics: Microeconomics	*	_____	_____
ECON225 Principles of Economics: Macroeconomics	*	_____	_____
FIN300 Principles of Finance	3	_____	_____
MGMT300 Principles of Management	3	_____	_____
MKTG300 Principles of Marketing	3	_____	_____
PHIL260 Business Ethics	3	_____	_____
QUAN340 Statistics for Business and Economics	3	_____	_____

*Credit for these courses are counted under General Education Distribution 2.

III. MARKETING REQUIREMENTS (24 SH)

A. Required Courses (9 SH)

MKTG320 Advertising & Promotion	3	_____	_____
MKTG360 Channels of Distribution	3	_____	_____
MKTG475 Mktg. Analysis & Planning	3	_____	_____

B. Elective Courses (6 SH)

Any two (2) 300 or higher marketing (MKTG) courses not required elsewhere.

	3		
	3		

C. Required Related Courses (9 SH)

Any combination of courses at the 300 or higher level, not required elsewhere, with the following prefixes: ACCT, BUAD, ECON, FIN, MGMT, MKTG. **No more than one course may be MKTG.**

	3		
	3		
	3		

IV. FREE ELECTIVES (21 SH)**

**Free elective sem. hours may be used for internship credits.

TOTAL# (120 SH)

-
- are not required for the Bachelor of Science in Business Administration/Financial Services degree. However, they are required to meet the education requirements to sit for the Certified Financial Planners examinations. Students not wishing to meet those requirements may substitute 2 three-credit upper-level business courses.
 -

