

Major Degree Checklist (2008-2010 catalog)

Business Major: Marketing Concentration

Student _____

Advisor _____

This checklist is not a declaration of major, nor is it an official document. Official student records are maintained by the Registrar's Office. This is an information sheet only; students should consult the catalog for additional policies about their Major. **Students should also consult their advisor for possible changes in this Major since the checklist was printed.** Students are fully responsible for knowing the current requirements of their academic program.

I. FOUNDATIONS OF COMMUNICATION

(Grade/Credit)

- ___ ___ **ENG 110** College Writing
- ___ ___ **MATH 111 or 122** (depends on placement)
- ___ ___ **COMMS 101** Speech
- ___ ___ **PHIL 101** Logic: Critical Thinking
- ___ ___ **Computer Competency**—CS 150
- ___ ___ **AND** ___ ___ **Foreign Language**

For a B.S., at least 6 credits in one language; for a B.A., 16 credits in one language, or 14 credits in one and 8 in a second. High school coursework may fulfill the requirement, but credit is not given unless the student wishes to earn retroactive credit; see college catalog for policies.

II. FOUNDATIONS OF HUMAN LEARNING

(Grade/Credit)

- ___ ___ An **F1** course in **literature** (Pre-req is ENG 110)
- ___ ___ An **F2** course in **history and appreciation** of one of the **fine arts**: art, music, film, or theatre
- ___ ___ An **F3 studio experience** course in one of the **fine arts**: art, dance, music, theatre, creative writing
- ___ ___ An **F4** course in **social science**—ECON 255 and 256
- ___ ___ **AND** ___ ___ An **F5 sequence of two courses** in one of the **natural sciences**, including experimental study
- ___ ___ An **F6** course in **history**
- ___ ___ An **F7** course in **philosophy**—PHIL 104 (Pre-req is PHIL 101)
- ___ ___ An **F8** course in **religious studies**

III. HUMAN ISSUES STUDY

- ___ ___ **AND** ___ ___ Human Issues Seminar (3-4 credits) **-OR-**
- ___ ___ Independent study on a Human Issues topic of the student's choosing (min. 3 credits)

Also Required: A minimum of 120 credits & a cumulative GPA of at least a 2.0. Some majors may require more credits and a higher GPA for completion of the degree.

IV. MAJOR DEGREE REQUIREMENTS

The Business Major requires the completion of two sets of courses:

1. Required Business Courses:

(Grade/Credit)

- ___ ___ **CS 150** Introduction to Information Systems
- ___ ___ **PHIL 104F7** Ethics
- ___ ___ **MATH 121** Statistics
- ___ ___ **MATH 122** Finite Math
- ___ ___ **ECON 255F4** Principles of Macro-Economics
- ___ ___ **ECON 256F4** Principles of Micro-Economics
- ___ ___ **BUS 280** Financial Accounting
- ___ ___ **BUS 281** Managerial Accounting
- ___ ___ **BUS 301** Marketing Principles *
- ___ ___ **BUS 302** Management of Human Performance *
- ___ ___ **BUS 303** Corporate Finance *
- ___ ___ **BUS 304** Law I *
- ___ ___ **BUS 305** Operations Management *
- ___ ___ **BUS 306** Professional Communications
- ___ ___ **BUS 475** Business Internship
- ___ ___ **BUS 498** Business Strategy

* **BUS 301-305 Prerequisites:** Completion of 40 credits and ENG 110

2. Required Marketing Concentration Courses:

- ___ ___ **BUS 431** Marketing Strategy (Fall)
- ___ ___ **BUS 432** Consumer Behavior (Spring)
- ___ ___ **BUS 433** Advertising and Promotion Strategy (Spring)
- ___ ___ **BUS 434** Market Research and Analysis (Fall)
- ___ ___ **BUS 435** Prof. Selling and Sales Management (Fall)

Note on Concentration Areas:

- **Course Schedule Planning:** Concentration Area courses are offered only once each year, thus planning is especially important. Course rotations appear at the end of the concentration area course descriptions.

Notes on Required Courses:

- **MATH 121 and MATH 122:** These are prerequisites for a number of Business courses. MATH 121 has a prerequisite of MATH 101 or 111. MATH 122 has a prerequisite of MATH 111.
- **BUS 306:** This course is a prerequisite for BUS 475. ENG 110 and COMMS 101 should be completed no later than the semester in which BUS 306 is taken.
- **Selecting Coursework:** Freshman and sophomore years focus on completing prerequisites for BUS 301-306, the top half of the Required Courses List and the College's general education requirements.
- **Declaration of Major Form:** This form is to be completed by the student, reviewed by the advisor and submitted to the Registrar's Office during the Junior year.

Department Policies:

- **18 Credit Rule for Majors:** For students earning a major, a minimum of 18 credits in Business courses numbered 300 or above must be earned at Edgewood College.
- **Business Residency Rule:** Once enrolled at Edgewood College, all coursework applied to a Business major or minor must be taken at Edgewood College. Exceptions to this rule will occur only in extreme circumstances and require prior written permission of both the student's academic advisor and the Business Department Chairperson.