

DIVISION OF SOCIAL SCIENCES: Major in MARKETING leading to a Bachelor of Science Degree

REQUIRED:

___ Business	120	(3)	Introduction to Marketing
___ Business	140	(3)	Introduction to Accounting I
___ Business	150	(3)	Introduction to Accounting II
___ Business	160	(3)	Introduction to Management
___ Business	184	(3)	Computers in Business
___ Business	251	(3)	Business Statistics
___ Business	281	(3)	Business Law I
___ Business	285	(3)	Business Law II
___ Business	290	(3)	International Business
___ Business	320	(3)	Business Finance
___ Business	355	(3)	Management Science
___ Business	550	(3)	Strategic Management/Business Policy
___ Economics	201	(3)	Macro-Economics
___ Economics	211	(3)	Micro-Economics
___ English	260	(3)	Technical Writing

PLUS THE FOLLOWING COURSES:

___ Business	343	(3)	Database Management
___ Business	345	(3)	Marketing Research
___ Business	350	(3)	Consumer Behavior
___ Business	435	(3)	Marketing Management
___ Psychology	400	(3)	Social Psychology
___ Speech	251	(3)	Advertising

PLUS FOUR courses in the Social Sciences to be chosen from among offerings in:

___ Geography	___ History	___ Political Science
___ Psychology	___ Sociology	

FOREIGN LANGUAGE/FOREIGN STUDIES: It is recommended that students take one semester of International Studies to fulfill this requirement. Otherwise two semesters of a foreign language (refer to foreign language placement requirements) or an independent foreign studies project is required.

LIBERAL STUDIES PROGRAM: As outlined on appropriate Liberal Studies Check Sheet.

REQUIREMENTS FOR GRADUATION: The student must have a grade point average of 2.00 in the major and must pass a comprehensive examination, planned and administered by the major division or department.