

BUSINESS ADMINISTRATION (MARKETING) CURRICULUM WORKSHEET

Professional Studies Department

Bachelor of Science Degree

2010-2011 AY

NAME:				
EMAIL:				
PHONE:				

ADVISOR:				
ENTERED:				
ANT. GRADUATION:				
DATE LAST UPDATED:				

GENERAL EDUCATION				
COURSE NUMBER	COURSE NAME	CR	Sem	Grade

MAJOR COURSES				
COURSE NUMBER	COURSE NAME	CR	Sem	Grade

I. CORE REQUIREMENTS				
Essential Skills (15 Credits)				
HEN 112	English I	3		
HEN 113	English II	3		
HEN 114	Speech	3		
EDU110	Intro. Interp. & Analysis	3		
HPH110	Critical Thinking	3		
Mathematics (3 credits)				
MAT ____	Survey of College Math (or higher)	3		
African-American Experience (3 credits)				
AAS210	A-A Experience in a Global Context	3		
Freshmen Experience (2 credits)				
GAC 101	Freshmen Seminar I	1		
GAC 102	Freshman Seminar II	1		

REQUIRED MAJOR COURSES (39 credits)				
BCA 101	Intro To Business	3		
BCA 111	Principles of Accounting I	3		
BCA 120	Principles of Accounting II	3		
BCA 210	Intro to Management	3		
BCA 211	Financial Management	3		
BCA 214	Business Communication	3		
BCA 240	Business Statistics	3		
BCA 330	Computer Programming	3		
BCA 250	International Business (G)	3		
BCA 420	Business Policy Seminar (W)	3		
BMT 333	Buyer Behavior	3		
BMT 455	Advertising	3		
BMT 468	Marketing Management	3		
Total Required Major Credits		39		

Note: All Core requirements must be complete before a student is considered a Junior.

REQUIRED MARKETING COURSES (5 courses, 15 credits)				
BMT 457	Marketing Research	3		
BMT 321	Sales Management	3		
BMT 342	Principles of Retailing	3		
BMT 344	Principles of Salesmanship	3		
BMT 459	Retail Management	3		
BMT 460	Marketing in Urban Areas	3		
Total Required Marketing Credits		15		

II. DISTRIBUTION REQUIREMENTS (Can Not Be Major Courses)				
Humanities (6 credits)*				
HPH 213	Ethics	3		
	Humanities course I	3		

REQUIRED ELECTIVES (2 courses, 6 credits)				
BSB 320	Entrepreneurship	3		
BSB 322	Small Firm Financial Mgmt.	3		
REC 337	Therapeutic Recreation II	3		
HRM 421	Hospitality Mgmt. & Gaming	3		
Total Required Elective Credits		6		
Total Required Credits		60		

*Satisfactory courses include literature, language, theater, music, arts, & philosophy.

Foreign Language (6 credits)**				
	Foreign Language I	3		
	Foreign Language II	3		

Course Code Key:
 BCA Management
 BSB Small Business Administration
 HRM Hotel Restaurant and Tourism Mgmt.
 BMT Marketing

Social Sciences (6 credits)***				
BEC 201	Economics I	3		
BEC 202	Economics II	3		

FREE ELECTIVES (9 credits)				
_____	Free Elective 1	3		
_____	Free Elective 2	3		
_____	Free Elective 3	3		
Total Free Elective Requirements		9		

Natural Science (6 credits)®				
S_____	Natural Science Elective I	3		
S_____	Natural Science Elective II	3		

®Satisfactory courses include biology, chemistry, physics, earth or space science.

Health & Wellness (4 credits)				
REC 111	Health & Wellness	2		
REC	Physical Education	1		
REC	Physical Education	1		

TOTAL CREDITS FOR GRADUATION 120
 A 2.0 overall cumulative GPA is required for graduation.

TOTAL CREDITS IN GENERAL EDUCATION 51
 Minimum of "C" grade is required in all BMT courses.

III. INTENSIVE COURSES				
_____	Writing Course (W)		Sem	Grade
_____	Writing Course (W)			
_____	Writing Course (W)			
_____	Global Course (G)			
_____	A-A Heritage course (A)			
_____	Information Literacy course (I)			

DEVELOPMENTAL/REMEDIAL COURSES+++:				
ERE 001	Reading & Study Skills			
HEN 011	Elements of Writing			
MAT 001	Basic Math			
MAT 002	Elementary Algebra			

+This course may have one or more prerequisites that students must display proficiency in or satisfy through successful completion of the pre-requisite course(s).

+PASSHE Policy 1990-06-A holds that elective course selection is encouraged.
 ++PASSHE Policy 1990-06-A holds that 48 credits of the total 120 must be upper level courses.
 +++Credits earned for developmental/remedial courses do not count towards the 120 credits required for graduation.
 Courses listed with a diamond are used to calculate major gpa.