

PHILADELPHIA UNIVERSITY

MARKETING: B. S. Degree

2008-2009 Check Sheet

Name _____ PhilaU ID # _____

COLLEGE STUDIES (47-49 credits)

	Crs.	Sem.	Grade	Transfer
Level I				
WRTG-101 Writing Seminar I	3	_____	_____	_____
() SCIENCE	3	_____	_____	_____
() HISTORICAL UNDERSTANDING I	3	_____	_____	_____
() ARTS & CULTURES	3	_____	_____	_____
MATH-1() Quantitative Reasoning I (select below)	3/4	_____	_____	_____
MATH-1() Quantitative Reasoning II (select below)	3/4	_____	_____	_____

Select one two-course sequence:

MATH-100 /MATH-101	Finite Mathematics (3cr.)	MATH-102	Pre-calculus (3 cr.)
MATH-103	Introduction to Calculus (3 cr.)	MATH-111	Calculus I (4 cr.)
MATH-102	Pre-calculus (3 cr.)	MATH-111	Calculus I (4 cr.)
MATH-103	Introduction to Calculus (3 cr.)	MATH-112	Calculus II (4 cr.)

PE-() Physical Education (see note below)	.5	_____	_____	_____
PE-() Physical Education (see note below)	.5	_____	_____	_____

[PE courses may be taken in any semester. Day division students with 54 or more transfer credits, and all Evening division students are exempt from PE.]

Level II

() SCIENCE	3	_____	_____	_____
() SOCIAL SCIENCES I (WRTG-101, Hist. I)	3	_____	_____	_____
() LANGUAGE OR AREA STUDIES (WRTG-101, Hist. I for Area Studies only)	3	_____	_____	_____
() WRITING SEMINAR II (WRTG-101, Hist. I)	3	_____	_____	_____
[Writing II for Business is recommended]				

Level III

() LANGUAGE OR AREA STUDIES (WRTG-101, Hist. I for Area Studies only)	3	_____	_____	_____
() HUMANITIES I (WRTG-101, Hist I)	3	_____	_____	_____
() JUNIOR SEMINAR (Soc. Sci I and Writing II)	3	_____	_____	_____
() JUNIOR SEMINAR (Soc. Sci. I and Writing II)	3	_____	_____	_____

Level IV

COLLST-499 Contemporary Perspectives (Hum. I, one Language/AS, and one Junior Seminar)	4	_____	_____	_____
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BUSINESS CORE (39 credits)

	Crs.	Sem.	Grade	Transfer
Level I				
INFO-101 Introduction to Information Systems	3	_____	_____	_____
ACCT-101 Financial Accounting	3	_____	_____	_____
MKTG-102 Principles of Marketing	3	_____	_____	_____
ACCT-102 Managerial Accounting (ACCT-101)	3	_____	_____	_____
Level II				
STAT-201 Statistics I (MATH-100/101)	3	_____	_____	_____
STAT-202 Statistics II ("C" or better in STAT-201)	3	_____	_____	_____
ECON-206 Microeconomics	3	_____	_____	_____
ECON-205 Macroeconomics	3	_____	_____	_____
Level III				
MGMT-301 Principles of Management	3	_____	_____	_____
BLAW-301 Business Law I	3	_____	_____	_____
FINC-301 Financial Management (ACCT-101; and either STAT-201 or MATH-111)	3	_____	_____	_____
Level IV				
MGMT-401 Operations Management (INFO-101, MGMT-301, MATH-103 or MATH-111; pre- or co-req: STAT-202 or MATH-111)	3	_____	_____	_____
MGMT-490 Business Policy and Strategy (senior status, and INFO-101, MGMT-301, MKTG-102, FINC-301)	3	_____	_____	_____

*Prerequisites are listed after the course name in parentheses.

MAJOR COURSES (15 CREDITS)

		Crs.	Sem.	Grade	Transfer
Level II					
MKTG-207	Consumer Behavior (<i>MKTG-102</i>)	3	_____	_____	_____
One free elective/minor/co-op [Record this class in the spaces provided below]					
Level III					
MKTG-310	Marketing Communications (<i>MKTG-207</i>)	3	_____	_____	_____
MKTG()	Advanced Marketing Elective (<i>MKTG102</i>)	3	_____	_____	_____
(Choose from MKTG-315, MKTG-217, MKTG-218, MKTG 324 MKTG-328, MKTG-381)					
Level IV					
MKTG-291	Marketing Research (<i>MKTG-102, MKTG-207</i> and a pre-or co- requisite STAT-202, or STAT 321)	3	_____	_____	_____
MKTG-412	Marketing Strategy Seminar (<i>senior status, and pre-or co-requisites: MKTG-207, MKTG-391, MKTG-301</i>)	3	_____	_____	_____
Finish elective/minor/co-op/pre-MBA requirements					

CO-OP OR FREE ELECTIVES: (9 credits)

		Crs.	Sem.	Grade	Transfer
(Should be taken during Levels II, III and IV.)					
()	_____	3	_____	_____	_____
()	_____	3	_____	_____	_____
()	_____	3	_____	_____	_____

MINOR CONCENTRATION (12 credits)

		Crs.	Sem.	Grade	Transfer
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(Should be taken during Levels III and IV.)

Name of Minor: _____

(Note: For "Pre-MBA Minor for Business Majors", students must apply for and be accepted to the graduate program. It consists of MBA-625, MBA-628 plus two other business courses in the same functional area, other than Management.)

()	_____	3	_____	_____	_____
()	_____	3	_____	_____	_____
()	_____	3	_____	_____	_____
()	_____	3	_____	_____	_____

TOTAL CREDITS

122-124

Extra: (these courses do **not** count toward graduation requirements.) **Must receive a C or better to receive credit.**

WRTG-099	Fundamentals of College Writing	3	_____	_____	_____
MATH-099	Fundamentals of College Math	3	_____	_____	_____
READ-099	Fundamentals of College Reading & Study Skills	3	_____	_____	_____

Please note Philadelphia University residency requirement: Philadelphia University has a residency requirement of 60 credits for Day Division students. Students must take a minimum of 60 credits – 12 credits must be within the major core; 6 credits must be in College Studies in order to be eligible for a B.S. degree. This form should be used as a worksheet in conjunction with the school catalog. Please refer to the university catalog for questions regarding curriculum and university policy.

Advisor's Name _____ Updated (date) _____, _____, _____, _____, _____, _____, _____, _____

Advisor's Name _____ Updated (date) _____, _____, _____, _____, _____, _____, _____, _____

Advisor's Name _____ Updated (date) _____, _____, _____, _____, _____, _____, _____, _____

Advisor's Name _____ Updated (date) _____, _____, _____, _____, _____, _____, _____, _____

Advisor's Name _____ Updated (date) _____, _____, _____, _____, _____, _____, _____, _____

Comments:

*Prerequisites are listed after the course name in parentheses.