

PHILADELPHIA UNIVERSITY
BACHELOR OF SCIENCE: **MARKETING** (2009-2010)

Name _____

ID# _____

LEVEL I (FIRST YEAR) – 31-33 credits (Prerequisite) Cr Sem. Grade TR Equiv.

College Studies Courses – 18-20 credits

WRTG-101	Writing Seminar I	3	<input type="checkbox"/>	_____	_____
HIST-114	Historical Understanding: American Transitions	3	<input type="checkbox"/>	_____	_____
()	Science I	3	<input type="checkbox"/>	_____	_____
ARTS-1()	Arts & Culture	3	<input type="checkbox"/>	_____	_____
MATH-1()	Quantitative Reasoning I (select one, 2-course option below)	3-4	<input type="checkbox"/>	_____	_____
()	Quantitative Reasoning II <i>or</i> Free Elective (select below)	3-4	<input type="checkbox"/>	_____	_____

Students must receive credit for either Introduction to Calculus or Calculus I. If a student places into, and passes, Intro to Calculus or Calculus I, the student will have an additional Free Elective.

MATH-100 or 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.)
MATH-103	Introduction to Calculus (3 cr.)	MATH-111	Calculus I (4 cr.)
()	Free Elective (3 cr.)	()	Free Elective (3 cr.)

Physical Education...OR...Community Service - 1 credit (select one, 1 credit option below)

PE-()	Physical Education (.5 cr)	SERV-101	Community Service (1 cr.)	<input type="checkbox"/>	_____
PE-()	Physical Education (.5 cr)			<input type="checkbox"/>	_____

Students with 54 or more transfer credits are exempt from this requirement.

Business Courses – 12 credits

INFO-101	Intro. to Information Systems (Fall)	3	<input type="checkbox"/>	_____	_____
ACCT-101	Financial Accounting (Fall)	3	<input type="checkbox"/>	_____	_____
MKTG-102	Principles of Marketing (Spring)	3	<input type="checkbox"/>	_____	_____
ACCT-102	Managerial Accounting (Spring)	(ACCT-101) 3	<input type="checkbox"/>	_____	_____

LEVEL II (SECOND YEAR) – 30 credits (Prerequisite) Cr Sem. Grade TR Equiv.

College Studies Courses – 12 credits

()	Science II	3	<input type="checkbox"/>	_____	_____
SOC-2()	Social Sciences I	(WRTG-101, HIST-114) 3	<input type="checkbox"/>	_____	_____
WRTG-2()	Writing Seminar II	(WRTG-101, HIST-114) 3	<input type="checkbox"/>	_____	_____
	[WRTG-211 Writing Seminar II for Business recommended]				
()	Language or Area Studies	(WRTG-101, HIST-114 for Area Studies only) 3	<input type="checkbox"/>	_____	_____

Business Courses – 15 credits

STAT-201	Statistics I (Fall)	(Quantitative Reasoning I) 3	<input type="checkbox"/>	_____	_____
STAT-202	Statistics II (Spring)	(C or better in STAT-101) 3	<input type="checkbox"/>	_____	_____
ECON-206	Microeconomics	3	<input type="checkbox"/>	_____	_____
ECON-205	Macroeconomics	3	<input type="checkbox"/>	_____	_____

Major Core

MKTG-207	Consumer Behavior	(MKTG-102) 3	<input type="checkbox"/>	_____	_____
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Free Elective - 3 credits

()	_____	3	<input type="checkbox"/>	_____	_____
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LEVEL III (THIRD YEAR)- 30 credits (Prerequisite) Cr Sem. Grade TR Equiv.

College Studies Courses – 12 credits

()	Humanities I	(WRTG-101, HIST-114) 3	<input type="checkbox"/>	_____	_____
()	Language or Area Studies	(WRTG-101, HIST-114 for Area Studies only) 3	<input type="checkbox"/>	_____	_____
JSLA/JSINT-3()	Junior Seminar	(Soc Sci I and Writing II) 3	<input type="checkbox"/>	_____	_____
JSLA/JSINT-3()	Junior Seminar	(Soc Sci I and Writing II) 3	<input type="checkbox"/>	_____	_____

Business Courses – 15 credits

MGMT-301	Principles of Management (Fall)	3	<input type="checkbox"/>	_____	_____
BLAW-301	Business Law I (Fall)	3	<input type="checkbox"/>	_____	_____
FINC-301	Financial Management (Fall)	3	<input type="checkbox"/>	_____	_____

(ACCT-101; STAT-201 or Quantitative Reasoning I)

LEVEL III (THIRD YEAR) - continued

(Prerequisite) Cr Sem. Grade TR Equiv.

Major Core

MKTG-310	Marketing Communications	(MKTG-207)	3	<input type="checkbox"/>	_____	_____
()	Adv Marketing Elective	(MKTG-207)	3	<input type="checkbox"/>	_____	_____

[Select from the following: MKTG-315, MKTG-217, MKTG-318, MKTG-324, MKTG-328, MKTG-381]

*** Free Elective or Internship - 3 credits**

()	_____		3	<input type="checkbox"/>	_____	_____
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LEVEL IV (FOURTH YEAR)- 31 credits

(Prerequisite) Cr Sem. Grade TR Equiv.

College Studies Courses - 4 credits

COLLST-499	Contemporary Perspectives		4	<input type="checkbox"/>	_____	_____
	<i>(Humanities I, one Language/Area Studies, one Junior Seminar)</i>					

Business Courses - 12 credits

MGMT-401	Operations Management		3	<input type="checkbox"/>	_____	_____
	<i>(INFO-101, MGMT-301, MATH-103 or MATH-111; pre- or co-requisite STAT-202 or MATH-111)</i>					
MGMT-490	Business Policy & Strategy		3	<input type="checkbox"/>	_____	_____
	<i>(senior-status, INFO-101, MGMT-301, MKTG-102, FINC-301)</i>					

Major Core

MKTG-391	Marketing Research		3	<input type="checkbox"/>	_____	_____
	<i>(MKTG-102, MKTG-207, and pre or co-requisite STAT-202)</i>					
MKTG-412	Marketing Strategy Seminar		3	<input type="checkbox"/>	_____	_____
	<i>(senior status, and pre or co-requisites MKTG-207, MKTG-310, MKTG-391)</i>					

*** Minor Courses - 12 credits**

()	Minor	Minor Chosen	3	<input type="checkbox"/>	_____	_____
()	Minor		3	<input type="checkbox"/>	_____	_____
()	Minor		3	<input type="checkbox"/>	_____	_____
()	Minor		3	<input type="checkbox"/>	_____	_____

Free Elective or Internship - 3 credits

()	_____		3	<input type="checkbox"/>	_____	_____
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TOTAL CREDITS: 122-124 credits

*** Courses in the minor may be taken during the third year, except for pre-MBA. Students must be accepted into this graduate program.**

Fundamentals Courses: (these courses do not count toward graduation requirements)

WRTG-099	Fundamentals of College Writing	<i>(must earn C or better)</i>	3	_____	_____	_____
MATH-099	Fundamentals of College Mathematics	<i>(must earn C or better)</i>	3	_____	_____	_____
READ-099	Fundamentals of College Reading & Study Skills	<i>(must earn C or better)</i>	3	_____	_____	_____

Surplus credits not used toward degree requirements

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 catalog and the College Studies "menu" of options. Please refer to the Philadelphia University catalog for questions regarding curriculum and academic policies.

COURSE STATUS: = course to take next semester = course currently being taken = course completed