

PHILADELPHIA UNIVERSITY
MARKETING: B.S. Degree

Name _____ Social Security # _____

COLLEGE STUDIES (47-49 credits) **Crs. Sem. Grade Transfer**

Level I

L111 Writing Seminar	3	_____	_____	_____
L121 Environmental Science	3	_____	_____	_____
L15() Aesthetics	3	_____	_____	_____
L17() Historical Understanding I	3	_____	_____	_____
L() Quantitative Reasoning I (select below)	3/4	_____	_____	_____
L() Quantitative Reasoning II (select below)	3/4	_____	_____	_____

Select one two-course sequence:

L130/1 Finite Mathematics (3 cr.)	L135 Pre-calculus (3 cr.)
L132 Introduction to Calculus (3 cr.)	L141 Calculus I (4 cr.)
L135 Pre-calculus (3 cr.)	L141 Calculus I (4 cr.)
L132 Introduction to Calculus (3 cr.)	L142 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

L31() Science II (<i>L121</i>)	3	_____	_____	_____
L36() Social Science I (<i>Soph. Status</i>)	3	_____	_____	_____
L38() Humanities I (<i>Soph. Status</i>)	3	_____	_____	_____
L() Language or Area Studies (<i>Soph. Status</i>)	3	_____	_____	_____

[Area Studies L35_, Language L34_, L64_, L94_]

Level III

L611 Writing Seminar II - Business (<i>Jr. Status, L111. May not be taken as CR/NC.</i>)	3	_____	_____	_____
L() Language or Area Studies (<i>Soph. Status</i>)	3	_____	_____	_____

[Area Studies L35_, Language L34_, L64_, L94_]

Select two courses from the following:

L66() Social Science II (<i>Level I Social Science</i>)	3	_____	_____	_____
L67() Historical Understanding II (<i>Level I History</i>)	3	_____	_____	_____
L68() Humanities II (<i>Level I Humanities</i>)		_____	_____	_____

Level IV

L911 Contemporary Perspectives (<i>Senior status, L611, and L66(), or L67(), or L68(). May not be taken as CR/NC.</i>)	4	_____	_____	_____
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BUSINESS CORE (39 credits) **Crs. Sem. Grade Transfer**

Level I

B122 Introduction to Information Systems.....	3	_____	_____	_____
B221 Principles of Marketing	3	_____	_____	_____
B403 Financial Accounting.....	3	_____	_____	_____
E822 Microeconomics.....	3	_____	_____	_____

Level II

B123 Principles of Management.....	3	_____	_____	_____
B151 Statistics I (<i>L130 or L131</i>)	3	_____	_____	_____
B152 Statistics II (" <i>C</i> " or better in B151)	3	_____	_____	_____
B423 Managerial Accounting (<i>B403</i>)	3	_____	_____	_____
E821 Macroeconomics.....	3	_____	_____	_____

Level III

B421 Business Law I.....	3	_____	_____	_____
B642 Financial Management (<i>B403, B151 or M141</i>)	3	_____	_____	_____

Level IV

B141 Operations Management (<i>B122, B123, L132 or L141; pre- or co-req: B152 or M141</i>)	3	_____	_____	_____
B171 Business Policy and Strategy (<i>senior status, B122, B123, B221, B642</i>)	3	_____	_____	_____

*Prerequisites are listed after the course name in parentheses.

MAJOR COURSES (15 CREDITS)

Crs. Sem. Grade Transfer

Level II

B231 Consumer Behavior (B221)..... 3 _____

Level III

B240 Marketing Communications (B231)..... 3 _____

B() Advanced Marketing Elective (B221)..... 3 _____

(Choose from B233, B241, B243, B244, B251, B299)

Level IV

B261 Marketing Research (B152, B221)..... 3 _____

B262 Marketing Strategy Seminar (senior status, pre- or co-requisites: B231, 3 _____

B240, B261)

CO-OP OR FREE ELECTIVES: (9 credits)

Crs. Sem. Grade Transfer

(Should be taken during Levels III and IV.)

_____ 3 _____

_____ 3 _____

_____ 3 _____

MINOR CONCENTRATION (12 credits)

Crs. Sem. Grade Transfer

(Should be taken during Levels III and IV.)

Minor area: _____

(Note: For "Pre-MBA Minor for Business Majors", students must apply for and be accepted to the graduate program.)

_____ 3 _____

_____ 3 _____

_____ 3 _____

_____ 3 _____

TOTAL CREDITS 122-124

Extra: (these courses do **not** count toward graduation requirements.)

Sem. CR/NC

- _____ H99 Fund. of College Writing
- _____ M99 Fund. Of College Mathematics
- _____ R99 Fund. of College Reading
- _____ X99 EXCEL Seminar

Additional Transfer Credits:
Course Description Crs.

Course	Description	Crs.
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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.