

EDINBORO UNIVERSITY OF PENNSYLVANIA
CURRICULUM REQUIREMENTS
Bachelor of Science
Major: Business Administration - Marketing Concentration (0492)

Student: _____

ID#: @ _____

Term: _____

I. GENERAL EDUCATION (42 SH)

	SH	Grade	Date
A. Skills (12 SH)			
ENGL101 College Writing Skills	3	_____	_____
ENGL102 Writ/Research Skills	3	_____	_____
MATH150 Applied Math for Business	3	_____	_____
CSCI104 or discipline-specific computer competency course	3	_____	_____
B. Core (21 SH)			
1 Artistic Expression	(3 SH)	_____	_____
2 World Civilizations	(3 SH)	_____	_____
3 American Civilizations	(3 SH)	_____	_____
4 Human Behavior	(3 SH)	_____	_____
5 Cult Div. & Social Plur	(3 SH)	_____	_____
6 Ethics	(3 SH)	_____	_____
7 Natural Science	(3 SH)	_____	_____
C. Distribution (9 SH)			
1 Humanities & Fine Arts	(3 SH)	_____	_____
2 Soc & Behav Sciences	(3 SH)	_____	_____
ECON220 Princ of Microeconomics	3	_____	_____
3 Science & Math	(3 SH)	_____	_____
STAT260 Elements of Statistics	3	_____	_____

II. BUSINESS FOUNDATION COURSES (18 SH)

	SH	Grade	Date
ACCT215 Principles of Accounting I	3	_____	_____
ACCT220 Principles of Accounting II	3	_____	_____
BUAD000 Business Primer	0	_____	_____
BUAD160 Business in Society	3	_____	_____
BUAD260 Business Law I	3	_____	_____
ECON220 Principles of Microeconomics	*	_____	_____
ECON225 Principles of Macroeconomics	3	_____	_____
QUAN340 Stats for Business & Economics	3	_____	_____

III. MARKETING (42 SH)

A. Business Requisites (18 SH)			
	SH	Grade	Date
BUAD001 Career Prep Seminar	0 ¹	_____	_____
BUAD320 Information Resource Mgmt	3	_____	_____
BUAD475 Business Decision Making	3	_____	_____
FIN300 Principles of Finance	3	_____	_____
MGMT300 Principles of Management	3	_____	_____
MKTG300 Principles of Marketing	3	_____	_____
PFP360 Personal Financial Planning	3	_____	_____
B. Required Courses (12 SH)			
MKTG320 Advertising & Promotion	3	_____	_____
MKTG340 Consumer Behavior	3	_____	_____
MKTG410 Marketing Research	3	_____	_____
MKTG475 Mktg. Analysis & Planning	3	_____	_____
C. Elective Courses (3 SH)			
Any MKTG course at the 310 or higher level not elsewhere required.			
	3	_____	_____

D. Required Related Courses (9 SH)

Any combination of courses at the 310 or higher level not elsewhere required with the following prefix: ACCT, BUAD, ECON, FIN, IENT, MGMT, MKTG, or PFP

_____	3	_____	_____
_____	3	_____	_____
_____	3	_____	_____

IV. FREE ELECTIVES (18 SH)

	SH	Grade	Date
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

TOTAL (120 SH)

THIS IS NOT AN OFFICIAL TRANSCRIPT OF RECORD.

Note: At least 42 semester hours must consist of advanced coursework.

* Credits counted in General Education - Distribution 2

¹ Course required for graduation

(Revised: Nov. 2019, March 2020; Approved: Feb. 2020, April 2020)

(Effective: Summer 2020)