

EDINBORO UNIVERSITY OF PENNSYLVANIA
CURRICULUM REQUIREMENTS

Bachelor of Science

Major: Business Administration – Marketing Concentration (0492)

Student: _____ ID# @ _____ Term: _____

I. GENERAL EDUCATION (45 SH)

	SH	Grade	Date
A. Skills (12 SH)			
ENGL101 College Writing Skills	3	___	___
ENGL102 Writ/Research	3	___	___
MATH150 Math for Business	3	___	___
CSCI104 Ess. of Computing I	3	___	___

B. Core (21 SH)

- Artistic Expression (3 SH)**
- World Civilizations (3 SH)**
- American Civilizations (3 SH)**
- Human Behavior (3 SH)**
- Cultural Diversity & Social Pluralism (3 SH)**
- Ethics (3 SH)**
PHIL240 Intro/Moral Issues
- Natural Science (3 SH)**

C. Distribution (12 SH)

- Humanities & Fine Arts (3 SH)**
ENGL370 Bus. English
- Social & Behavioral Sciences (6 SH)**
Fulfilled by the required Business Foundation Courses
ECON220 and ECON225
- Science & Math (3 SH)**
MATH260 Elements of Stats

¹Semester hours counted in Distribution 2

²See requirements for admission to Concentration

³Required for graduation

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

**THIS IS NOT AN OFFICIAL TRANSCRIPT
OF RECORD**

II. BUSINESS FOUNDATION COURSES (15 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 Prin. of Microeconomics	3 ¹	___	___
ECON225 Prin. of Macroeconomics	3 ¹	___	___
QUAN340 Statistics for Business and Economics	3	___	___

III. MARKETING² (39 SH)

	SH	Grade	Date
A. Business Requisites (15 SH)			
BUAD001 Career Prep Seminar	0 ³	___	___
BUAD320 Info Resource Mgmt	3	___	___
BUAD475 Business Decision Making	3	___	___
FIN300 Principles of Finance	3	___	___
MGMT300 Principles of Management	3	___	___
MKTG300 Principles of Marketing	3	___	___

B. Required Courses (9 SH)

MKTG320 Advertising & Promotion	3	___	___
MKTG360 Channels of Distribution	3	___	___
MKTG475 Mktg. Analysis & Planning	3	___	___

C. Elective Courses (6 SH)

Any two (2) marketing (MKTG) courses at the 310 or higher level not elsewhere required.

_____	3	___	___
_____	3	___	___

D. Required Related Courses (9 SH)

Any combination of courses at the 310 or higher level not elsewhere required with the following prefixes: ACCT, BUAD, ECON, FIN, MGMT, MKTG. No more than one course may be MKTG.

_____	___	___	___
_____	___	___	___
_____	___	___	___

IV. FREE ELECTIVES (21 SH)

Free elective semester hours may be used for internship credits.

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

TOTAL (120 SH)

