

A student must complete the course and credit requirements as defined on this curriculum sheet to be a candidate for the Bachelor of Science in Marketing. Additional policies and procedures may be found in the current University Catalog. Pre-Law Option Requirements may be found on the Pre-Law curriculum sheet.

**GMC: Growing Mercy Connections
GENERAL EDUCATION AND CORE CURRICULUM**

MAJOR

I. Skills for Exploring - 6 Credits

FYE1000	First Year Experience	2	PERS HLTH		
FYE1001	First Year Experience Service	1	WAIVE		
ENG101	College English	3	COMP110		

II. Exploring Society and Global Diversity - 12 Credits

HIS2000	Conf and Consensus His CULT PERS	3	HIS151 or152		
SOC2000	Society & Global Diversity	3			
POL101	American Government	3			
	HIS, SOC, PSY, CRJ Elective	3			

III. Exploring the Natural World, Mathematics & Technology - 9 Credits

SCI2000	From Telescope to Microscope	3			
MTH136	Topics in Math ¹	3	MATH118 or 140		
CIS101	Intro to Desktop Computing	3	CISC110		

¹ or higher-level math

IV. Exploring the Spiritual World - 9 Credits

PHL2000	Encountering Ethics	3			
RS2000	Encountering Sacred Writings	3			
	RS elec or PHL upper-level elective	3			

V. Exploring the Arts and the Imagination - 9 Credits

ENG2001	Arts and Ideas INT. KNOW	3	CREATIVITY		
COM101	Public Speaking	3	COMM110		
	ENG elective ²	3	COMP111		

² Eng102, 201, 202, 203, 210, 212, 216, 217, 218, 270-89, 290, 301, 302 or 330

General Education Elective - 3 Credits

	His, Soc, Psy, LLFA elective	3			
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Open Elective 8-14 credits

	Elective	3	CULT PERSP		
	Elective	3			
	Elective	0-3			
	Elective	0-3			
	Elective	2			

Prerequisites - 15 Credits

ACC105	Principles of Accounting I	3	ACCT105		
ACC106	Principles of Accounting II	3	ACCT106		
BUS101	Business Theory	3	MGMT100		
ECN102	Microeconomics	3	ECON112		
ECN103	Macroeconomics	3	ECON111		

Management Core - 30 Credits

ACC301	Managerial Accounting	3			
BUS230	Business Law	3	MGMT130		
BUS301	Principles of Management	3	MGMT230		
BUS304	Business Ethics	3			
BUS306	Business Statistics I	3	MATH115		
BUS310	Principles of Finance ELECT OR*	3	MGMT190		
BUS318	Operations Management ELECT OR*	3	MGMT220		
BUS321	International Business ELEC OR*	3	MGMT115		
BUS340	Business Statistics II	3			
BUS4000	Seminar: Business Policies & Strategies-Capstone	3			

Marketing - 18 Credits

BUS207	Principles of Marketing	3	MKT100		
Select 5 of the following 3-credit courses -15 Credits					
BUS210	Marketing & Consumer Behavior	3			
BUS332	Principles of Retailing	3			
BUS333	Advertising	3			
BUS334	Consumer Behavior	3			
BUS335	Creative Selling	3			
BUS336	International Marketing	3			
BUS351	Sports Marketing	3			
BUS405	Marketing Management	3			
BUS407	Marketing Research	3			
BUS410	e-Business	3			
BUS421	Corporate Studies I	3			
BUS422	Corporate Studies II	3			

Internship Option - 0-6 Credits

BUS440	Internship^	0-6			
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^with the approval of the dean

Internship - The School of Business recommends that all students complete a minimum of one internship for the bachelor degree program. An internship requires approval of the Dean.

Grade/GPA Requirement - The minimum passing grade within the major is C (a grade of C- is not acceptable).

Credits-125 required for the degree, 50% of major courses and a minimum of 45 credits must be completed at Gwynedd Mercy University.

Highest math completed with C or better _____. **Exempt from math placement** ____ yes ____ no

Submit all transcripts prior to enrollment for accurate transfer evaluation.

Signature courses required = 3

Processed by: _____ Date: _____