

School of Business

DCCC AS Bus Adm - GmeryU BS Marketing 2014

10/13/2014

BAK

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	SCI Elect		
FYE1001	First Year Experience Service	1			
ENG101	College English	3	ENG100		

II. Exploring Society and Global Diversity - 12 Credits

HIS2000	Conflict and Concensus in History	3			
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	SCI Elect		
MTH136	Topics in Math ¹	3	BUS135		
CIS101	Intro to Desktop Computing	3	DPR100		

¹ or higher-level math

IV. Exploring the Spiritual World - 9 Credits

PHL2000	Encountering Ethics	3			
RS2000	Encountering Sacred Writings	3	HUM160		
	RS elec or PHL upper-level elective	3			

V. Exploring the Arts and the Imagination - 9 Credits

ENG2001	Arts and Ideas	3			
COM101	Public Speaking	3			
	ENG elective ²	3	ENG112		

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	HUM Elect		
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Open Elective 8-14 credits

	Elective	3	MAT136		
	Elective	3			
	Elective	0-3			
	Elective	0-3			
	Elective	2			

Prerequisites - 15 Credits

ACC105	Principles of Accounting I	3	ACC111		
ACC106	Principles of Accounting II	3	ACC112		
BUS101	Business Theory	3	BUS100		
ECN102	Microeconomics	3	ECO220		
ECN103	Macroeconomics	3	ECO210		

Management Core - 30 Credits

ACC301	Managerial Accounting	3			
BUS230	Business Law	3	BUS243		
BUS301	Principles of Management	3	BUS210		
BUS304	Business Ethics	3			
BUS306	Business Statistics I	3	BUS220		
BUS310	Principles of Finance	3	BUS232	or*	
BUS318	Operations Management	3			
BUS321	International Business	3	BUS101	or*	
BUS340	Business Statistics II	3			
BUS4000	Seminar: Business Policies & Strategies-Capstone	3			

Marketing - 18 Credits

BUS207	Principles of Marketing	3	BUS230		
Select 5 of the following 3-credit courses -15 Credits					
BUS210	Marketing & Consumer Behavior	3			
BUS332	Principles of Retailing	3			
BUS333	Advertising	3	BUS231	or*	
BUS334	Consumer Behavior	3			
BUS335	Creative Selling	3			
BUS336	International Marketing	3			
BUS351	Sports Marketing	3	BUS350	or*	
BUS405	Marketing Management	3			
BUS407	Marketing Research	3			
BUS410	e-Business	3	BUS102	or*	
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).

Credit Required 125 for the degree, 50% of the major and a minimum of 45 credits completed at Gwynedd Mercy University.

Submit all transcripts prior to enrollment for accurate transfer evaluation.

Math Placement not required if College Algebra completed with C or higher.

Signature courses required = 3

Processed by: _____ Date: _____