

Harcum College AS BusAdm to Gwynedd Mercy University BS Marketing 2014 - 10-17-2014

BAK

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 | 3 | IDS 103 | | |
| FYE1001 | First Year Experience Service | 0 | waive | | |
| ENG101 | College English | 3 | ENG 101 | | |

II. Exploring Society and Global Diversity - 12 Credits

| | | | | | |
|----------------|-----------------------------------|---|-------------|--|--|
| HIS2000 | Conflict and Concensus in History | 3 | | | |
| SOC2000 | Society & Global Diversity | 3 | DVR ELECT | | |
| POL101 | American Government | 3 | | | |
| | HIS, SOC, PSY, CRJ Elective | 3 | SOSCI ELECT | | |

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

| | | | | | |
|----------------|------------------------------|---|-----------|--|--|
| SCI2000 | From Telescope to Microscope | 3 | SCI ELECT | | |
| MTH136 | Topics in Math ¹ | 3 | MTH 115 | | |
| CIS101 | Intro to Desktop Computing | 3 | CIS 101 | | |

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

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|----------------|---------------------------|---|---------|--|--|
| ENG2001 | Arts and Ideas | 3 | | | |
| COM101 | Public Speaking | 3 | BUS 122 | | |
| | ENG elective ² | 3 | | | |

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 | | | |
|--|------------------------------|---|--|--|--|

Open Elective 8-14 credits

| | | | | | |
|--|----------|-----|------------|--|--|
| | Elective | 3 | ENG 102 | | |
| | Elective | 1 | IDS 101 | | |
| | Elective | 0-3 | HUMS ELECT | | |
| | Elective | 0-3 | | | |
| | Elective | 0-4 | | | |

Prerequisites - 15 Credits

| | | | | | |
|---------------|-----------------------------|---|--------------|--|--|
| ACC105 | Principles of Accounting I | 3 | ACC 213 | | |
| ACC106 | Principles of Accounting II | 3 | ACC 214 | | |
| BUS101 | Business Theory | 3 | BUS 110 | | |
| ECN102 | Microeconomics | 3 | BUS 223 * or | | |
| ECN103 | Macroeconomics | 3 | BUS 222 * | | |

Management Core - 30 Credits

| | | | | | |
|----------------|--|---|-------------------|--|--|
| ACC301 | Managerial Accounting | 3 | | | |
| BUS230 | Business Law | 3 | BUS 227 | | |
| BUS301 | Principles of Management | 3 | BUS 109 | | |
| BUS304 | Business Ethics | 3 | | | |
| BUS306 | Business Statistics I | 3 | BUS ele 251 or * | | |
| BUS310 | Principles of Finance | 3 | BUS 260 | | |
| BUS318 | Operations Management | 3 | | | |
| BUS321 | International Business | 3 | BUS 124 elec or * | | |
| BUS340 | Business Statistics II | 3 | | | |
| BUS4000 | Seminar: Business Policies & Strategies-Capstone | 3 | | | |

Marketing - 18 Credits

| | | | | | |
|---------------|-------------------------|---|---------|--|--|
| BUS207 | Principles of Marketing | 3 | BUS 221 | | |
|---------------|-------------------------|---|---------|--|--|

Select 5 of the following 3-credit courses -15 Credits

| | | | | | |
|---------------|-------------------------------|---|------------------|--|--|
| BUS210 | Marketing & Consumer Behavior | 3 | | | |
| BUS332 | Principles of Retailing | 3 | | | |
| BUS333 | Advertising | 3 | BUS 242 ELE OR * | | |
| BUS334 | Consumer Behavior | 3 | | | |
| BUS335 | Creative Selling | 3 | | | |
| BUS336 | International Marketing | 3 | BUS 262 ELE OR * | | |
| 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 | | | |

BUS ELECT, choose * options

Internship Option - 0-6 Credits

| | | | | | |
|---------------|-------------------------|-----|--|--|--|
| BUS440 | Internship [^] | 0-6 | | | |
|---------------|-------------------------|-----|--|--|--|

[^]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 Requirements - A minimum of 125 credits is required for the bachelor degree.

Math placement required = No, if college Alg above C

Submit all transcripts prior to enrollment for accurate transfer evaluation.

Signature courses required = 3

Processed by: _____ Date: _____