

Manor AS Bus Adm to GMU BS Marketing 12/10/2014

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	EN102		
FYE1001	First Year Experience Service	1	waive		
ENG101	College English	3	EN101		

II. Exploring Society and Global Diversity - 12 Credits

HIS2000	Conflict and Consensus in History	3	HIS ELEC		
SOC2000	Society & Global Diversity SOC SCI Ele	3			
POL101	American Government	3			
	HIS, SOC, PSY, CRJ Elective	3	SOCSCI ELECT		

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

SCI2000	From Telescope to Microscope	3	SCI ELECT		
MTH136	Topics in Math ¹	3			
CIS101	Intro to Desktop Computing	3	IST105		

¹ or higher-level math

IV. Exploring the Spiritual World - 9 Credits

PHL2000	Encountering Ethics	3	PL100		
RS2000	Encountering Sacred Writings	3			
	RS elec or PHL upper-level elective	3	RS ELECT		

V. Exploring the Arts and the Imagination - 9 Credits

ENG2001	Arts and Ideas	3			
COM101	Public Speaking	3			
	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			
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Open Elective 8-14 credits

	Elective	3	BA202		
	Elective	3			
	Elective	0-3			
	Elective	0-3			
	Elective	2			

Prerequisites - 15 Credits

ACC105	Principles of Accounting I	3	ACC105		
ACC106	Principles of Accounting II	3			
BUS101	Business Theory	3	BA101		
ECN102	Microeconomics	3	EC102		
ECN103	Macroeconomics	3	EC101		

Management Core - 30 Credits

ACC301	Managerial Accounting	3	ACC203		
BUS230	Business Law	3	BA103		
BUS301	Principles of Management	3	BA203		
BUS304	Business Ethics	3			
BUS306	Business Statistics I	3	MH203		
BUS310	Principles of Finance	3	BA216		
BUS318	Operations Management	3			
BUS321	International Business	3			
BUS340	Business Statistics II	3			
BUS4000	Seminar: Business Policies & Strategies-Capstone	3			

Marketing - 18 Credits

BUS207	Principles of Marketing	3	BA102		
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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	BUS ELECT	3	BA213*or	
BUS336	International Marketing	BUS ELECT	3	BA212*or	
BUS351	Sports Marketing		3		
BUS405	Marketing Management		3		
BUS407	Marketing Research		3		
BUS410	e-Business	BUS ELECT	3	BA219*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

Credit Requirements - A minimum of 125 credits is required for this degree. An evaluation of transcripts will be necessary to determine the required coursework for transfer students. 50% of the major must be completed at GMercyU, and a minimum total of 45credits at GMercyU. With appropriate transfer credit and remaining course requirement sequencing, a student may complete the degree in 4 semesters. In certain transfer situations it may take additional time.

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

Math equivalent to College Algebra above C = Math placement not required

Submit all transcripts prior to enrollment for accurate transfer evaluation.

Signature courses required = 3 if 60 credits complete

Processed by: _____ Date: _____