

BUSINESS MAJOR:

(BS PROGRAM)

CONCENTRATION IN MARKETING

2017-2018

Information Sheet



EDGEWOOD COLLEGE

This Information Sheet is for advising purposes only. Do not submit this form as a Major/Minor Declaration Form; a separate form is required to declare your major/minor.

Major Requirements:

Required courses to support the major (20 credits):

COMMS 100	O	Introduction to Communication
ECON 240	J	Principles of Economics
ENG 110	W	College Writing
MATH 121	M	Statistics
MATH 122		Finite Mathematics
PHIL 101	T	Logic: Practice of Critical Thinking

Core Business courses in the major (34 credits):

BUS 298		Integrated Business Semester 1, Part A
BUS 299		Integrated Business Semester 1, Part B
BUS 348		Integrated Business Semester 2, Part A
BUS 349	KX	Integrated Business Semester 2, Part B
BUS 398		Integrated Business Semester 3, Part A
BUS 399		Integrated Business Semester 3, Part B
BUS 448		Integrated Business Semester 4, Part A
BUS 449	G	Integrated Business Semester 4, Part B
BUS 475		Business Internship
BUS 499	U3	Integrated Business Semester 5: Business

Marketing Concentration (15 credits):

BUS 431		Marketing Strategies
BUS 432		Consumer Behaviors
BUS 433		Advertising and Promotion Strategy
BUS 434		Market Research and Analysis
BUS 435		Professional Selling and Sales Management

Policies

Students earning a major in Business, a minimum of 18 credits in Business courses numbered 300 or above must be earned at Edgewood College.

Once enrolled at Edgewood College, all coursework to be applied to a major must be taken at Edgewood College. Exceptions to this rule will occur only in extreme circumstances and require prior written permission of both the student's academic advisor and the Dean of the School of Business. During their junior year, students must complete the Declaration of Major form with assistance from their advisor and submit it to the Registrar's Office.

Specific courses have prerequisites that must be satisfied prior to enrollment. See course descriptions for more details.

PREREQUISITES FOR ADMISSION TO THE BACHELOR OF SCIENCE IN BUSINESS PROGRAMS

Admission to the School of Business requires a minimum GPA of 2.0 and a grade of “C” or better in each of the

- COMMS 100, Introduction to Communication
- PHIL 101, Logic: Practice of Critical Thinking
- ENG 110, College Writing
- ECON 240, Principles of Economics
- MATH 121, Statistics
- MATH 122, Finite Math
- BUS 298, Integrated Business Semester 1, Part A
- BUS 299, Integrated Business Semester 1, Part B
- BUS 348, Integrated Business Semester 2, Part A
- BUS 349, Integrated Business Semester 2, Part B

In addition to the courses listed above, students must demonstrate Excel competencies by passing an exam administered by the School of Business. Note: Students may consider taking CS 150 Computing and Business Application as a mean of preparing for the competency exam.

Students must complete an application process prior to being formally admitted to the School of Business and to be eligible to complete the Business majors.