BUSINESS MAJOR: MARKETING CONCENTRATION (BS PROGRAM)

Declaration of Major | 2012-2013 Catalogue

EDGEWOOD COLLEGE

Name: _____ ID: _____

Major Advisor Approval: _____ Date: _____

Department Chair Approval: _____ Date: _____

Intended Graduation Month: ☐ January ☐ August ☐ May Intended Graduation Year: _____

Required Courses:

Transfer credit applied (including AP/CLEP/etc):

Course/Institution:

☐ CS 150 I Introduction to Information Systems	
☐ MATH 121 M Statistics	
☐ MATH 122 Finite Mathematics	
☐ MATH 222 M Business Calculus	
☐ ECON 255 GJ Principles of Macroeconomics in a Global Economy	
☐ ECON 256 J Principles of Micro–Economics	
☐ BUS 280 Financial Accounting	
☐ BUS 281 Managerial Accounting	
☐ BUS 301 Marketing Principles	
☐ BUS 302 Organizational Behavior	
☐ BUS 303 Corporate Finance	
☐ BUS 304 U Law I	
☐ BUS 305 Operations Management	
☐ BUS 306 KX Professional Communication	
☐ BUS 475 Business Internship	
☐ BUS 499 3U Business Capstone	

Marketing Concentration

The following courses are required:

☐ 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	

Please consult with your academic advisor to learn the details about how you can satisfy your COR 3 requirement.

Please note that this checklist contains major requirements only. All General Education requirements (tags) must also be complete to earn a B.S or B.A degree. Please see p. 26 in the 2012-2013 Undergraduate Catalogue for these requirements. Students are fully responsible for knowing their requirements for graduation.