BUSINESS MAJOR: MARKETING CONCENTRATION (BS PROGRAM)

Declaration of Major | 2013-2014 Catalog

EDGEWOOD COLLEGE

Name: _____ ID: _____

Major Advisor Approval: _____ Date: _____

Department Chair Approval: _____ Date: _____

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

THIS FORM IS TO ADD/DECLARE A MAJOR. IF YOU WISH TO DROP/REMOVE A PREVIOUSLY DECLARED MAJOR, YOU MUST SUBMIT A SEPARATE MAJOR DECLARATION DROP FORM. THIS FORM IS AVAILABLE AT REGISTRAR.EDGEWOOD.EDU.

Major requirements:

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

Required courses:

			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 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. 27 IN THE 2013-2014 UNDERGRADUATE CATALOG FOR THESE REQUIREMENTS. STUDENTS ARE FULLY RESPONSIBLE FOR KNOWING THEIR REQUIREMENTS FOR GRADUATION.