

BUSINESS MAJOR: (BS PROGRAM)

CONCENTRATION IN MARKETING



EDGEWOOD COLLEGE

2015-2016 Catalog
Declaration of Major

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 to support the major (20 credits):

Course / Institution

| | | | |
|-----------|---|--------------------------------------|--|
| 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 Capstone | |

Marketing Concentration (15 credits):

| | | | |
|---------|--|------------------------------------|--|
| BUS 431 | | Marketing Strategies | |
| BUS 432 | | Consumer Behaviors | |
| BUS 433 | | Advertising and Promotion Strategy | |
| BUS 434 | | Market Research and Analysis | |

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 following courses:

- COMMS 100, Introduction to Communication
- PHIL 101, Logic: Practice of Critical Thinking
- ENG 110, College Writing
- ECON 240, Principles of Economics
- MATH 121, Finite Math
- MATH 122, Statistics
- 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.