

# RAAD: BUSINESS ADMINISTRATION (BBA PROGRAM)

## MAJOR: MARKETING CONCENTRATION

2015-2016 Catalog

Declaration of Major



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

RBUS 211	Financial Accounting	
RBUS 212	Managerial Accounting	
RBUS 311	Marketing Principles	
RBUS 312	K Management Concepts	
RBUS 313	Corporate Finance	
RBUS 314	U Business Law	
RBUS 315	Operations Management	
RBUS 402	3 Social Responsibility of Business	
RBUS 490	Strategic Business Practices	

### MARKETING CONCENTRATION

#### Required Courses:

RBUS 430	Consumer Behavior	
RBUS 431	Market Research	

#### Choose one:

RBUS 429	Advertising and Promotion Strategy	
RBUS 433	Professional Selling and Sales	

\* course has a prerequisites

### Policies:

A minimum of **18 credits** in Business numbered 300 or above must be earned at Edgewood College. This rule is designed to assure that at least one-half of the credits applied to an Edgewood College Business Major be obtained through actual Edgewood College RBUS coursework. Once admitted to the RAAD program, all Business courses must be completed at Edgewood College.

For the purpose of this residency, credit by examination and credit through prior learning portfolios are counted as Edgewood College credits as long as no less than 32 credits in a student's entire program are taken directly through Edgewood College courses. This applies to residency and not to the 18 credit rule. 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.

A student will be required to complete a Major Area Test in Business during his or her final semester. This examination is for program assessment purposes and scores will not be used to determine eligibility for graduation. Students must complete RENG 151 as well as 40 credits of coursework before enrolling for business courses numbered 300 or above.