

BUSINESS MAJOR: (BS PROGRAM)

CONCENTRATION IN MARKETING



EDGEWOOD COLLEGE

2016-2017 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, 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 either passing an exam administered by the School of Business or taking CS 150 Computing and Business Application

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