

# RAAD: BUSINESS ADMINISTRATION (BBA PROGRAM)

## MAJOR: MARKETING CONCENTRATION

2016-2017 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

RMATH 123/124	Mathematical Models I/II	
RMATH 125/126	Statistics II	
RCS 157	I Computers in the Workplace	
RECON 163	J Microeconomics	
RECON 164	J Macroeconomics	
RPHIL 168	P Professional Ethics	
RENG 306	X Professional Communications	
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.

Students must complete RENG 151 as well as 40 credits of coursework before enrolling for business courses numbered 300 or above.