

2011-12 Catalog

A. General Education Requirements 38 credits

Goal 1 - LSEM (1 credit required)

_____ LSEM 100 - Longwood Seminar/1 credit

Goal 2 - Freshman Writing (3 credits required)

_____ ENGL 150 - Writing and Research/3 credits

Goal 3 - Literature (3 credits required)

_____ ENGL 201 - World Literature/3 credits

_____ ENGL 202 - British Literature/3 credits

_____ ENGL 203 - American Literature/3 credits

_____ SPAN 340 - Survey of Spanish Literature I/3 credits

_____ SPAN 350 - Survey of Spanish Amer Literature II/3 credits

_____ FREN 341 - Survey of French Literature I/3 credits

_____ GERM 341 - Survey of German Literature I/3 credits

_____ GERM 342 - Survey of German Literature II/3 credits

Goal 4 - Artistic Achievements (3 credits required)

_____ ART 121 - Environmental Design Issues/3 credits

_____ ART 125 - Introduction to Studio Art/3 credits

_____ ART 160 - Introduction to Visual Arts/3 credits

_____ ART 201 - Architecture Appreciation/3 credits

_____ ENGL 315, 316, 317, 318 - Writing/3 credits

_____ MUSC 221 - History of Jazz/3 credits

_____ MUSC 222 - History of Rock/3 credits

_____ MUSC 224 - Music Appreciation/3 credits

_____ THEA 101 - Introduction to the Theatre/3 credits

_____ Functional Competencies 12 credits

_____ MUSC 105, 106, 107* - Choral Ensemble/1 credit each

*All 3 semesters in appropriate sequence required to satisfy Goal 4

Goal 5 - Math (3 credits required)

Students who complete MATH 164, 261 or 267 are exempt from Goal 5.

_____ CMSC 121 - Computer Science/3 credits

_____ MATH 114 - Consumer Math/3 credits

_____ MATH 121 - Functions and Graphs/3 credits

_____ MATH 131 - Mathematical Thinking/3 credits

_____ MATH 171 - Statistical Decision Making/3 credits

Goal 6 - Natural Science (4 credits required)

_____ BIOL 101 - Biological Concepts and Applications/4 credits

_____ CHEM 101 - General Chemistry/4 credits

_____ EASC 210 - Physical Geology/4 credits

_____ PHYS 101 - General Physics I/4 credits

_____ PHYS 103 - Conceptual Physics/4 credits

_____ PHYS 105 - General Astronomy/4 credits

_____ PHYS 201 - University Physics I/4 credits

_____ GNEC 162 - Intro Environmental Science/4 credits

_____ GNEC 261 - Exploring Science in Our World/4 credits

Goal 7 - Western Civilization (3 credits required)

_____ HIST 100 - Foundations of Western Civilization/3 credits

_____ HIST 110 - Modern Western Civilization/3 credits

Goal 8 - Social Science (3 credits required)

_____ ANTH/WSTU 106 - Intro to Women's Studies/3 credits

_____ ECON 111 - Econ Issues for the 21st Century/3 credits

_____ GEOG 201 - Introduction to Geography/3 credits

_____ HIST 221 - US History Colonial Times - 1877/3 credits

_____ HIST 222 - US History 1877 - Modern Times/3 credits

_____ HONS 250 - Changing Social Landscape/3 credits (Requires at least 3.25 GPA)

_____ POSC 150 - American Government and Politics/3 credits

_____ PSYC 101 - Introduction to Psychology/3 credits

_____ SOCL 101 - Principles of Sociology/3 credits

_____ SOCL 102 - Contemporary Social Problems/3 credits

NOTE: Prerequisite for MANG 360 is PSYC 101, SOCL 101 or SOCL 102.

Goal 9 - Diversity (3 credits required)

_____ ANTH 101 - Intro to Anthropology/3 credits

_____ GEOG 220 - Geography of South America/3 credits

_____ HIST 200 - History of China/3 credits

_____ HIST 202 History of Islamic Civilizations/3 credits

_____ HIST 210 World History/3 credits

_____ HLTH 210 - World Health Issues/3 credits

_____ MUSC 225 - Intro to World Music/3 credits

_____ POSC 255 - Intro to Comparative Politics/3 credits

_____ RELI 242 - World Religions/3 credits

_____ SPAN 331 - Latin American Civilization and Culture/3 credits

Goal 10 - Foreign Language (3 credits required at 201 level or higher)

_____ FREN 201 - Intermediate French I/3 credits

_____ GERM 201 - Intermediate German I/3 credits

_____ MOLA 201 - Intermediate Chinese I/3 credits

_____ SPAN 201 - Intermediate Spanish I/3 credits

Goal 11 - Wellness (2 credits required)

_____ PHED 101 - Fitness Concepts/2 credits

_____ RECR 101 - Fitness Concepts/ Adaptive Act/2 credits (permission required)

Goal 12 - Ethics (3 credits required)

_____ MANG 474 - Business Ethics/3 credits

Goal 13 - Writing/ Citizen Leadership (3 credits required)

_____ ENGL 400 - Active Citizenship: Writing Seminar/3 credits

Goal 14 - Internship (1 credit required for Gen Ed, but 2 credits required for major)

_____ ACCT, ECON, FINA, MANG, MISA, or MARK 492/1 - 3 credits

2011-12 Catalog - BS in Business Administration with Marketing Concentration

A. General Education Requirements 38 credits

B. Additional Degree Requirements 7 credits

_____ Natural Science/4 credits

_____ Math - Choose one of the following:

MATH 181 Finite Mathematics/3 credits

MATH 261 Differential and Integral Calculus/4 credits

MATH 267 Applications of Calculus/4 credits

(one credit of MATH 261 or MATH 267 counts toward general electives)

C. Major Requirements 43 credits (plus 4 credits counted in General Education)

1) General Core - 34 credits (plus 4 credits counted in upper-level General Education)

a) Pre-business "pre-core" requirements (Must be complete with at least 2.33 cumulative & major GPA to become business adm. major)

_____ ACCT 240 Principles of Accounting I/3 credits

Prerequisites:

_____ ACCT 242 Principles of Accounting II/3 credits

ACCT 240

_____ ECON 217 Principles of Economics (Micro)/3 credits

_____ ECON 218 Principles of Economics (Macro)/3 credits

ECON 217

_____ MANG 275 Business Statistics/3 credits

_____ **Application must be submitted by October 1 (Fall) or March 1 (Spring) to be eligible to register as a Bus Adm major for the next semester.**

b) Business Core Requirements (Pre-business majors are blocked from taking 300-400 level business courses)

_____ ACCT 296 Legal Environment/3 credits

_____ FINA 350 Principles of Finance/3 credits

MISA 170, ACCT 242, ECON 217 & 218, & MANG 275

_____ MANG 291 Business Communication/3 credits

MISA 170

_____ MANG 360 Principles of Management/3 credits

PSYC 101, SOCL 101, or SOCL 102

_____ MANG 474 Business Ethics and Diversity/3 credits (Meets Gen Ed Goal 12)

_____ MANG 497 Business Policy/3 credits (Taken last semester senior year)

At least 2.33 cum. & major GPA, & FINA 350, MARK 380, MANG 360

_____ MARK 380 Principles of Marketing/3 credits

ACCT 242 & ECON 217

_____ MARK 492 Internship/2 credits (Meets General Education Goal 14)

60 credits, at least 2.33 cum. & major GPA, & permission of Internship Director. Must attend Internship Seminar.

2) Functional Competencies - 9 credits

_____ ECON 319 International Economics/3 credits

ECON 217 & ECON 218

_____ MISA 370 Management Information Systems/3 credits

MISA 170

_____ MANG 363 Introduction to Management Science/3 credits

MISA 170, MANG 360, & one of MANG 275, MATH 171, or MATH 271

D. Marketing Concentration Requirements 18 credits

_____ MARK 381 Marketing Research/3 credits

MARK 380

_____ MARK 383 Consumer Behavior/3 credits

MARK 380

_____ MARK 482 Marketing Strategy/3 credits

MARK 381, MARK 383, MANG 360, FINA 350, & Senior Standing

Select three from the following for a total of 9 credits:

_____ MANG 368 Beyond Silk Road: Sino-American Business/3 credits

MANG 360 or MARK 380 or permission of instructor

_____ MARK 382 Professional Selling & Sales Force Management/3 credits

MARK 380

_____ MARK 385 Marketing Channels Management/3 credits

MARK 380

_____ MARK 386 Direct Marketing/3 credits

MARK 380 or permission of instructor

_____ MARK 387 Principles of Retailing/3 credits

MARK 380

_____ MARK 388 Services Marketing/3 credits

MARK 380 & 383

_____ MARK 480 Integrated Marketing Communication/3 credits

MARK 380

_____ MARK 481 International Business/3 credits

MARK 380 & MANG 360

_____ MARK 484 New Product Marketing/3 credits

MARK 380

_____ MARK 490 Independent Study: Marketing/3 credits

MARK 380

_____ MARK 495 Special Topics in Marketing/1-3 credits

E. General Electives: 14 credits

F. Total Credits Required for BSBA with a concentration in Marketing: 120

To graduate - Must be in good standing with the University, have at least a 2.33 major GPA, and pass MFT in Business.

Submit Application for Degree one year prior to graduation (Fee paid to Cashiering & form submitted to Registrar's Office).