**General Studies Requirements (58-62 sh)**

**FIRST-YEAR CORE:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>GST 110 - Global Experience</td>
<td>(4 s.h.)</td>
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<tr>
<td>ENG 110 - College Writing</td>
<td>(4 s.h.)</td>
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<tr>
<td>MTH 112 or 121 or 212</td>
<td>(4 s.h.)</td>
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<tr>
<td>HED 111 - Contemporary Wellness</td>
<td>(2 s.h.)</td>
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**Experiential Learning Requirement (ELR):** (One Unit)

May be met by any one of the following: internship, practicum, co-op, study abroad, student teaching, approved field-based course or documented service, leadership, or individualized learning experience.

**Foreign Language Requirement:**

Students must meet one of the following: (a) complete a language course numbered 122 or higher at Elon, or receive transfer or study abroad credit for the same; (b) place into a language course numbered 200 or above upon arriving at Elon, using a department of foreign languages approved placement instrument; (c) score a 4 or 5 on an AP language exam or similar exam. Each student must take the language placement test by October 1 of his or her first full year at Elon. Students are allowed two tries; the higher score is counted. That score stands and may not be repeated by later testing.

**STUDIES IN THE ARTS AND SCIENCES:**

[Transfer students with at least 18 s.h. of transfer credit must complete 32 hours total in Studies in the Arts & Sciences, but may have as few as 7 hours in one or more of the four Studies in the Arts & Sciences areas.]

- **Expression** (8 s.h.)
  - Eight hours chosen from at least two of the following: literature (in English or foreign languages), philosophy, & fine arts (art, art history, dance, fine arts, music, music theatre, & theatre). At least one course must be literature.

- **Civilization** (8 s.h.)
  - Eight hours chosen from at least two of the following: history, foreign languages, and religious studies.

- **Society** *ECO 111* (8 s.h.)
  - Eight hours chosen from at least two of the following: economics, geography, human services - HSS 111 only, political science, psychology, & sociology/anthropology.

- **Science** *(Lab: ___)* *MTH 116 or 121* (8 s.h.)
  - Eight hours chosen from one or more of the following: mathematics, science, and computer science (*CSC designation*). At least one course must be a physical or biological laboratory science.

**ADVANCED STUDIES** (Must be outside major.)

- *ECO 301* (8 s.h.)
  - Eight hours of 300-400 level coursework outside the major field and chosen from areas under Studies in the Arts and Sciences.

**GST Interdisciplinary Seminar** (4 s.h.)

[300-400 level GST course; requires junior/senior status.]

*Required in major; may count in General Studies.

**Major Requirements**

A minimum of 73-76 hours required.

- **OR**
  - *MTH 121* (4) - Calculus I
  - *MTH 116* or 121 (4) - Applied Math with Calculus
  - *MTH 203* (4) - Statistics for Decision Making
  - (If taken first, MTH/STS 212 can substitute for ECO 203)
  - *BUS 221* (4) - Legal and Ethical Environment of Business
  - *BUS 202* (4) - Business Communication
  - *MKT 311* (4) - Principles of Marketing
  - *MGT 323* (4) - Principles of Management & Org. Behavior
  - *FIN 343* (4) - Principles of Finance
  - *BUS 326* (4) - Operations and Supply Chain Management
  - *BUS 465* (4) - Business Policy
  - *LSB 381* (1-4) Internship in Business
  - *ECO 301* (4) - Business Economics
  - *MKT 414* (4) - Marketing Research

Marketing Electives - choose three from:

- MKT 412 (4) – New Products Marketing
- MKT 413 (4) – Integrated Marketing Communications
- MKT 415 (4) – Consumer Behavior
- MKT 416 (4) – Global Marketing
- MKT 417 (4) – Business-to-Business Marketing
- **MKT 418 (4) – Professional Selling**
- **MKT 419 (4) – Sales Management**
- MKT 473 (4) – Special Topics in Marketing

Any course (NOT limited to LSB courses) preapproved by the Chair of the Management Dept

**Marketing majors who choose to pursue a focus in Sales must take MKT 418 and MKT 419 as two of their three electives. These students are strongly advised to complete their internship in the area of professional sales.**