CHECKLIST FOR GRADUATION REQUIREMENTS IN MARKETING
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (B.S.B.A.)

Minimum of 132 s.h. required for graduation (36 s.h. must be 300/400-level courses)
(Additional hours to total 132 s.h. -- includes second major, minor, and elective hours.)

Name____________________________ I.D. #____________________

General Studies Requirements (58-62 sh)

FIRST-YEAR CORE:
GST 110 - Global Experience (4 s.h.)
ENG 110 - Writing: Argument & Inquiry (4 s.h.)
(M- or better required for graduation)
MTH 112 or 121 or 212 (4 s.h.)
HED 111 - Contemporary Wellness (2 s.h.)

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.)

Civilization (8 s.h.)

Society *ECO 111 (8s.h.)

Science (Lab: ___) *MTH 116 or 121 (8s.h.)

Advanced Studies: (Must be outside major.)

*ECO 301 (8 s.h.)

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.

___*MTH 116 (4) – Applied Math with Calculus
-OR-
___*MTH 121 (4) - Calculus I

___MTH 201 (4) – Management Information Systems

___ACC 201 (4) – Principles of Financial Accounting

___ACC 212 (4) – Principles of Managerial Accounting

___*ECO 111 (4) - Principles of Economics

___ECO 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 Development & Branding
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 420 (4) – Customer Relationship 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.

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**Major Total (s.h.)