Elon Core Curriculum (56-60 sh)  

FIRST-YEAR FOUNDATIONS:  
COR 110 – Global Experience (4 s.h.)  
ENG 110 – Writing: Argument & Inquiry (4 s.h.)  
MTH 110 or 151 or 220 (4 s.h.)  

Experiential Learning Requirement (ELR – 2 units required):  
Included in experiential learning are study abroad, research, service-learning, leadership, internships, (including co-ops, teaching, and practicum), or other courses or experiences with ELR designation  

World 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 world 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. Consideration for Phi Beta Kappa membership requires completion of one intermediate world language course, placement beyond that level or equivalent proficiency.  

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  
[Eight hours chosen from at least two of the following: literature (in English or world languages), philosophy, & fine arts (art, dance, fine arts, music, music theatre, & theatre). At least one course must be literature.]  

Civilization  
[Eight hours chosen from at least two of the following: history, world languages, art history and religious studies.]  

Society  
[Eight hours chosen from at least two of the following: economics, geography, human service studies, political science, psychology, & sociology/anthropology, and public health studies 201 or 202.]  

Science/Analysis  
[Eight hours chosen from one or more of the following: mathematics/statistics, science, computer science and information science. At least one course must be a physical or biological laboratory science.]  

ADVANCED STUDIES  
(Must be outside major.)  
*ECO 301 (8 s.h.)  

COR Interdisciplinary Capstone Seminar  
[300-400 level COR course; requires junior/senior status.]  

Major Requirements  
A minimum of 73-76 hours required.  

-ECO 111 (4) – Principles of Economics  
*ECO 116 (4) – Applied Math with Calculus  
**ECO 151 (4) – Calculus I  
*MTH 203 (4) – Statistics for Decision Making  
*MKT 419 (4) – Sales Management  
**MKT 418 (4) – Professional Selling  
**MKT 419 (4) – Sales Management  

Select three courses from the following:  
MKT 414 (4) – Marketing Research  
MKT 413 (4) – Integrated Marketing Communications  
MKT 418 (4) – Sales Management  
MKT 419 (4) – Customer Relationship Management  
MKT 420 (1-4) – Internship in Business  

Marketing Major Course Requirements  
MKT 414 (4) – Marketing Research  
**MKT 419 (4) – Sales Management  
**MKT 420 (1-4) – Internship in Business  
MKT 413 (4) – Integrated Marketing Communications  
MKT 418 (4) – Professional Selling  
MKT 412 (4) – New Products Development & Branding  

Notes:  
- Students completing majors in both Marketing and Entrepreneurship may not apply MKT 412 to both majors.  
- Students with a Marketing major and a Sport and Event Management minor may apply MKT 311 for SEM 351 in the SEM minor.  
- Study abroad students may transfer one marketing elective to the major provided they have taken MKT 311.  
- Double majors in Finance and either Management, Marketing or Entrepreneurship may take ECO 301 in lieu of ECO 310.  
- **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.  
- Students completing majors in both Marketing and Economics or Entrepreneurship and Economics may substitute ECO 310 and ECO 311 in lieu of ECO 301.  
- Marketing and International Business double majors must take both ECO 301 and ECO 314.  
- Marketing and International Business double majors: MKT 416 cannot count toward the marketing major.  
- For students double majoring in two BSBA majors, a course that is eligible to count for two majors can only count towards one. For example, MGT 423 can count towards the MGT major and the ENT major. If a student is double majoring in MGT and ENT and takes MGT 423, this course can count toward the MGT or ENT major, but not both. However, we do allow a student to double count a course in BSBA major and a minor. For example, a student majoring in
MGT and minoring in ENT can have MGT 423 count for both the major and the minor.