

Name: \_\_\_\_\_ ID#: \_\_\_\_\_ Date: \_\_\_\_\_

#### GENERAL EDUCATION REQUIREMENTS: (45-49 hours)

*Group I – 15-16 hours*  
 A. English 101 ("C" or better) \_\_\_\_\_ 3 \_\_\_\_\_  
 English 102 ("C" or better) \_\_\_\_\_ 3 \_\_\_\_\_  
 Literature \_\_\_\_\_ 3 \_\_\_\_\_

B. (6 hours in **two departments**)  
 CMAT 260 OR 100 OR 205 \_\_\_\_\_ 3 REQ.  
**and**  
 Art, Dance, Modern Languages, Music, or  
 Philosophy \_\_\_\_\_ 3/4 \_\_\_\_\_

*Group II – 15 hours*  
 A. History 101 World Civilizations I \_\_\_\_\_ 3 \_\_\_\_\_  
 History 102 World Civilizations II \_\_\_\_\_ 3 \_\_\_\_\_

B. (9 hours in **three departments**)  
 ECON211 Microeconomic Principles \_\_\_\_\_ 3 REQ.  
**and**  
 Anthropology, History, Human Geography,  
 Political Science, Psychology, or Sociology/  
 Conflict Analysis and Dispute Resolution \_\_\_\_\_ 3 \_\_\_\_\_  
**and**  
 \_\_\_\_\_ 3 \_\_\_\_\_

**Note:** *International Bus. students should use  
 GEOG and POSC (with ECON 211) as their  
 IIB electives*

*Group III – 12-15 hours*  
 A. Biology, Chemistry, Geology **or** Physical  
 Geography, Physics (2 **different** lab  
 sciences from **different departments**) \_\_\_\_\_ 3/4 \_\_\_\_\_  
 \_\_\_\_\_ 3/4 \_\_\_\_\_

B. MATH 160 Intro. to Applied Calc. \_\_\_\_\_ 3/4REQ  
 (or MATH 201) \_\_\_\_\_ 3 REQ.

C. MATH 155 Modern Statistics \_\_\_\_\_ 3 \_\_\_\_\_

*Group IV – 3 hours*  
 PHEC 106 – Personal Health Fitness \_\_\_\_\_ 3 \_\_\_\_\_

#### ELECTIVE REQUIREMENTS: (13-17 hours)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**PLEASE NOTE:** ALL STUDENTS NEED 120 CREDIT HOURS FOR GRADUATION. GEN ED AND MAJOR REQUIREMENTS DO NOT EQUATE TO 120 CREDITS THEREFORE YOU MUST REGISTER FOR ADDITIONAL FREE ELECTIVES TO COMPLETE ALL REQUIRED CREDITS.

#### MAJOR REQUIREMENTS:

*Lower Division/Preprofessional (16 hrs +12/13 already counted in Gen. Ed.)*

INFO 111 Bus Microcomputer Use \_\_\_\_\_ 1 \_\_\_\_\_  
 MATH 160 Applied Calculus (or MATH 201) \_\_\_\_\_ 3/4 \_\_\_\_\_  
 MATH 155 Modern Statistics \_\_\_\_\_ 3 \_\_\_\_\_  
 ACCT 201 Princ. Of Accounting I \_\_\_\_\_ 3 \_\_\_\_\_  
 ACCT 202 Princ. Of Accounting II \_\_\_\_\_ 3 \_\_\_\_\_  
 ACCT 248 Legal Environment \_\_\_\_\_ 3 \_\_\_\_\_  
 INFO 281 Intermed. Business Statistics \_\_\_\_\_ 3 \_\_\_\_\_  
 ECON 211 Micro-Economic Principles \_\_\_\_\_ 3 \_\_\_\_\_  
 ECON 212 Macro-Economic Principles \_\_\_\_\_ 3 \_\_\_\_\_  
 CMAT 260 Fund. of Org. Communication (or 100 or 205) \_\_\_\_\_ 3 \_\_\_\_\_

#### *Information Systems Requirement (3 credits)*

INFO 211 Information Systems Concepts \_\_\_\_\_ 3 \_\_\_\_\_

#### *Upper Division Core/Professional Core (18 credits)*

FINA 311 Financial Management \_\_\_\_\_ 3 \_\_\_\_\_  
 MGMT 320 Mgmt. and Org. Behavior \_\_\_\_\_ 3 \_\_\_\_\_  
 BUAD 300 Personal & Professional Development for  
 Business (Must be taken with MGMT 320) \_\_\_\_\_ P/F\_0 \_\_\_\_\_  
 MKTG 330 Principles of Marketing Mgmt \* \_\_\_\_\_ 3 \_\_\_\_\_  
 INFO 326 Operations Mgmt \_\_\_\_\_ 3 \_\_\_\_\_  
 MGMT 420 Business & Society \_\_\_\_\_ 3 \_\_\_\_\_  
 MGMT 492 Strategic Management (final semester) \_\_\_\_\_ 3 \_\_\_\_\_  
 BUAD 400 Business Student Professional Portfolio,  
 (Must be taken with MGMT 492) \_\_\_\_\_ P/F\_0 \_\_\_\_\_

#### *Upper Division- Marketing Major (18 credits.)*

MKTG 423 International Marketing \_\_\_\_\_ 3 \_\_\_\_\_  
 MKTG 430 Marketing Management Strategy \_\_\_\_\_ 3 \_\_\_\_\_  
 MKTG 438 Marketing Research \_\_\_\_\_ 3 \_\_\_\_\_

#### *Choose **three** electives from:*

MKTG 331 Promotion Management \_\_\_\_\_ 3 \_\_\_\_\_  
 MKTG 332 Consumer Behavior \_\_\_\_\_ 3 \_\_\_\_\_  
 MKTG 333 Sales Management \_\_\_\_\_ 3 \_\_\_\_\_  
 MKTG 334 Principles of Retailing \_\_\_\_\_ 3 \_\_\_\_\_  
 MKTG 338 Special Topics in Marketing \_\_\_\_\_ 3 \_\_\_\_\_  
 BUAD 345 Purchasing and Materials Management \_\_\_\_\_ 3 \_\_\_\_\_  
 BUAD 386 Bus. In its Global Setting (Winter travel) \_\_\_\_\_ 3 \_\_\_\_\_  
 BUAD 396 Business Studies Abroad \_\_\_\_\_ 3 \_\_\_\_\_  
 MKTG 401 Business Marketing \_\_\_\_\_ 3 \_\_\_\_\_  
 MKTG 439 Senior Marketing Seminar \_\_\_\_\_ 3 \_\_\_\_\_

Other **Approved** MKTG elective \_\_\_\_\_ 3 \_\_\_\_\_

#### *Additional Major Requirement:*

I. Applied Business Learning (ABLE)  
 MKTG 490 or BUAD 490, Internship \_\_\_\_\_ 3 \_\_\_\_\_

\* = MKTG 330 IS A PRE-REQUISITE TO ALL UPPER DIVISION MARKETING COURSE WORK

**SEE POLICIES AND PROCEDURES ON BACK**

Semester 1	CR
ENGL 101- COMPOSITION	3
HIST 101 OR 102- WORLD CIVILIZATIONS	3
GEN ED I B OR IIB ELECTIVE	3/4
GEN ED III A ELECTIVE	3/4
MATH 160 –APPLIED CALC or preparatory course*	3
GENL 001- NEW STUDENT SEMINAR	0

Semester 2	CR
ENGL 102- LITERATURE	3
HIST 102 OR 101- WORLD CIVILIZATIONS	3
MATH 155- MODERN STATISTICS	3
PHEC 106- PERSONAL HEALTH & FITNESS	3
GEN ED III A ELECTIVE	3/4
INFO 111- BUS MICROCOMPUTER USE	1

Semester 3	CR
INFO 281- INTERMED. BUS. STATS	3
ECON 211- MICRO-ECONOMICS	3
ACCT 201- PRINCIPLES OF ACCOUNTING	3
ACCT 248- LEGAL ENVIRONMENT**	3
INFO 211 OR GEN ED IA, IB, OR IIB ELECTIVE**	3/4

Semester 4	CR
ECON 212- MACRO-ECONOMICS	3
ACCT 202- PRINCIPLES OF ACCOUNTING II	3
GEN ED IIB ELECTIVE OR INFO 281**	3
CMAT REQUIREMENT (260 OR 205 OR 100)	3
GEN ED IA, IB, OR IIB ELECTIVE OR INFO 211**	3/4

Semester 5	CR
FINA 311-FINANCIAL MANAGEMENT (UD)	3
MGMT 320- MGMT & ORG. BEHAVIOR (UD) and	3
BUAD 300- Personal and Professional Development	0
MKTG 330- PRINCIPLES OF MARKETING (UD)*	3
ELECTIVE	0
ELECTIVE	0

Semester 6	CR
INFO 326- OPERATIONS MGMT (UD)	3
MGMT 420- BUSINESS & SOCIETY (UD)	3
MARKETING ELECTIVE (M)	3
ELECTIVE	3
GEN ED IA ELECTIVE	3

Semester 7	CR
MKTG 438- MARKETING RESEARCH	3
MARKETING ELECTIVE (M)	3
MKTG 423- INTERNATIONAL MARKETING	3
ELECTIVE	3
ELECTIVE	3

Semester 8	CR
MKTG 430- MARKETING MGMT STRATEGY (M)	3
MGMT 492- STRATEGIC MANAGEMENT (UD)	3
MARKETING ELECTIVE (M)	3
ELECTIVE	3
BUAD 400- PROFESSIONAL PORTFOLIO (UD)	0

(UD) = UPPER DIVISION  
(M) = MAJOR

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1. **For Additional Policies and Procedures:** Please refer to the Salisbury University Catalog, under the Marketing Section. More information is also available on line at [www.salisbury.edu/perdueadvising](http://www.salisbury.edu/perdueadvising).