

Name: \_\_\_\_\_

ID: \_\_\_\_\_

Date: \_\_\_\_\_

**General Education Requirements:**

**Group I- English Composition & Literature (2 courses)**

- A. ENGL 103 ("C" or better) or HONR 111 \_\_\_\_\_ 3/4 \_\_\_\_\_  
 B. Literature (either ENGL or MDFL) \_\_\_\_\_ 3/4 \_\_\_\_\_

**Group II- History (2 courses)**

- A. HIST 101, 102, or 103 \_\_\_\_\_ 3/4 \_\_\_\_\_  
 B. HIST 101, 102, 103, or a HIST course above 103 \_\_\_\_\_ 3/4 \_\_\_\_\_

**Group III- Humanities & Social Sciences (3 courses)**

- A. Select one course from one of the following six areas:  
 ART, CMAT, DANC or THEA, MDFL, MUSC, PHIL, HONR 211  
 Satisfied by Major \_\_\_\_\_ 3/4\_X\_ \_\_\_\_\_  
 B. Select one course from one of the following seven areas:  
 ANTH, CADR, ECON, Human GEOG, POSC, PSYC, SOCI, HONR 112  
 Satisfied by Major \_\_\_\_\_ 3/4\_X\_ \_\_\_\_\_  
 C. Select one course from either Group III A or III B (course must  
 be from a different area than CMAT and ECON)  
 \_\_\_\_\_ 3/4 \_\_\_\_\_

**Group IV- Natural Science, Math, & Computer Science (4 courses)**

- A. Select courses with laboratories from at least two of the  
 following four areas (at least six credit hours total): BIOL, CHEM,  
 GEOL or Physical GEOG, PHYS  
 \_\_\_\_\_ 3/4 \_\_\_\_\_  
 \_\_\_\_\_ 3/4 \_\_\_\_\_  
 B. Select one additional course (need not be a lab) from Group  
 IVA or ENVH or COSC or MATH or HONR 212  
 Satisfied by Major \_\_\_\_\_ 3/4\_X\_ \_\_\_\_\_  
 C. Select one course from MATH  
 Satisfied by Major \_\_\_\_\_ 3/4\_X\_ \_\_\_\_\_

**Group V-Health Fitness (1 course)**

- PHEC 106 \_\_\_\_\_ 3 \_\_\_\_\_

**University Policies**

1. Refer to the SU catalog for approved general education courses.
2. Requirements may not equal 120 credit hours. Students must register for additional electives to complete 120 credits required for graduation.
3. All graduates must have a minimum of 30 credits of 300/400 level courses with "C" grade or above; at least 15 of those credits must be taken at SU.
4. Students must have a minimum cumulative GPA of 2.0 for graduation.
5. Students must complete at least 30 credits hours by direct classroom instruction and/or laboratory experience.
6. Students must take 30 of the last 37 credit hours at SU.
7. Students should consult the degree progress report in GullNet for information on their academic progress.
8. It is the student's responsibility to satisfy graduation requirements. Please refer to the SU catalog for detailed major requirements.
9. Students must apply online for graduation by November 15 for May and by May 15 for December.

**Major Requirements:**

**Lower Division/Pre-professional Core (10 courses)**

- |   | Year  | Grade     |
|---|-------|-----------|
| INFO 211 Information Systems Concepts       | _____ | 3 _____   |
| MATH 155 Modern Statistics                  | _____ | 3 _____   |
| MATH 160 Applied Calculus or MATH 201       | _____ | 3/4 _____ |
| ACCT 201 Intro. to Financial Accounting     | _____ | 3 _____   |
| ACCT 202 Intro. to Managerial Accounting    | _____ | 3 _____   |
| ECON 211 Micro Economic Principles          | _____ | 3 _____   |
| ECON 212 Macro Economic Principles          | _____ | 3 _____   |
| ACCT 248 Legal Environment                  | _____ | 3 _____   |
| CMAT 100 Fund. of Communication or CMAT 260 | _____ | 3/4 _____ |
| INFO 281 Intermediate Business Statistics   | _____ | 3 _____   |

**Upper Division/Professional Core (8 courses)**

- |  |       |         |
|--|-------|---------|
| FINA 311 Financial Management                            | _____ | 3 _____ |
| INFO 326 Operations Management                           | _____ | 3 _____ |
| MGMT 320 Management and Organization Behavior            | _____ | 3 _____ |
| BUAD 300 Pers. & Prof. Development (co req. MGMT 320)    | _____ | 1 _____ |
| MKTG 330 Principles of Marketing Management              | _____ | 3 _____ |
| MGMT 325 Business & Society                              | _____ | 3 _____ |
| MGMT 492 Strategic Management (final semester)           | _____ | 3 _____ |
| BUAD 400 Bus. Student Prof. Portfolio (co req. MGMT 492) | _____ | 0 _____ |

**Marketing Requirements (3 courses)**

- |  |       |         |
|--|-------|---------|
| MKTG 335 Marketing Research            | _____ | 3 _____ |
| MKTG 423 International Marketing       | _____ | 3 _____ |
| MKTG 430 Marketing Management Strategy | _____ | 3 _____ |

**Marketing Electives (3 courses) – circle your choices:**

- |   |       |         |
|---|-------|---------|
| BUAD 345 Purchasing and Materials Management        | _____ | 3 _____ |
| BUAD 386 Bus. In Its Global Setting (Winter travel) | _____ | 3 _____ |
| BUAD 396 Business Studies Abroad                    | _____ | 3 _____ |

BUAD 410 Health Care Management and Marketing

- |                                      |       |         |
|--------------------------------------|-------|---------|
| INFO 315 Project Management          | _____ | 3 _____ |
| INFO 340 Data Mining                 | _____ | 3 _____ |
| MKTG 331 Advertising and Promotions  | _____ | 3 _____ |
| MKTG 332 Consumer Behavior           | _____ | 3 _____ |
| MKTG 333 Sales Management            | _____ | 3 _____ |
| MKTG 334 Principles of Retailing     | _____ | 3 _____ |
| MKTG 338 Special Topics in Marketing | _____ | 3 _____ |
| MKTG 401 Business Marketing          | _____ | 3 _____ |
| MKTG 439 Senior Marketing            | _____ | 3 _____ |
| Other Approved MKTG elective _____   | _____ | 3 _____ |

**Internship Requirement (1 course)**

- |                                  |       |         |
|----------------------------------|-------|---------|
| MKTG 490 or BUAD 490, Internship | _____ | 3 _____ |
|----------------------------------|-------|---------|

\*MKTG 330 is a pre-requisite to all upper division marketing course work

(INFO 211 pre-req. is INFO 111 or passing proficiency exam)

### Marketing Policies & Procedures

1. A student with an intended Marketing major will be classified in a pre-professional track until the student has applied to and been accepted in the Marketing BS major.
2. Majors must submit applications for admission to the Professional Program. No Marketing student will be allowed to remain in 300/400 level Perdue School courses if s/he has not submitted this application.
3. All business courses need to be completed with a "C" grade or higher
4. Lower division core, upper division core, major, and special requirements may be repeated only once. Students desiring to repeat an SU course to improve a grade must repeat that course at SU.
5. Track courses are to be taken at SU. A maximum of 6 credit hours of comparable courses may be approved if taken at AACSB (Association to Advance Collegiate Schools of Business) accredited schools.
6. **For Additional Policies and Procedures:** Please refer to the Salisbury University Catalog, under the Marketing Section.

More information is also available online at <http://www.salisbury.edu/mgmtmktg/>

### Admission Requirements for the Professional Program

1. 24 credits completed in the pre-professional area (12 of which have to be MATH 155, MATH 160, ECON 211 or 212, ACCT 201) and 12 more must be completed from INFO 211, CMAT 260 or 100, ACCT 248, ECON 212 or 211, ACCT 202, and INFO 281

	<b>MATH 160 or 201</b>	<b>MATH 155</b>	<b>ECON 211 or 212</b>	<b>ACCT 201</b>	
<b>INFO 211</b>	<b>CMAT 260 or 100</b>	<b>ACCT 248</b>	<b>ECON 211 or 212</b>	<b>ACCT 202</b>	<b>INFO 281</b>
<b><i>And four of these six</i></b>					

2. A GPA of 2.5 or higher in the pre-professional core courses is required for admission into the Professional Program including those courses taken at another institution. Additional students may be admitted by descending order of GPA (in pre-professional core courses) in numbers sufficient to maintain a quality student/faculty ratio. A GPA calculator is available to assist you online.
3. Grades of C or higher must be earned in all pre-professional courses.
4. Students may only repeat each business course one time only. If student exceeds repeats they will not be admissible to the Professional Program.
5. Students must have completed 56 total credit hours of college courses to be admitted into the Professional Program.
6. Turn in applications by December 1<sup>st</sup> for Winter or Spring admission and May 1st for Fall admission.

### Websites

- **ABLE Internship**  
<http://www.salisbury.edu/able>
- **Admission Information**  
<http://www.salisbury.edu/perdueadvising/Admissions/index.html>
- **Advising**  
<http://www.salisbury.edu/perdueadvising>
- **Campus Resources**  
<http://www.salisbury.edu/perdueadvising/Students/campusresources.html>
- **Changing/adding a major or minor**  
[http://www.salisbury.edu/perdueadvising/Change\\_Major/changeofmajor.html](http://www.salisbury.edu/perdueadvising/Change_Major/changeofmajor.html)
- **Course Registration & Pre-requisite Information**  
[http://www.salisbury.edu/perdueadvising/Course\\_Registration/](http://www.salisbury.edu/perdueadvising/Course_Registration/)
- **Tutoring Information**  
<http://www.salisbury.edu/perdueadvising/Students/campusresources.html>
- **Still more questions?**  
Email: [Studentbusinessleaders@salisbury.edu](mailto:Studentbusinessleaders@salisbury.edu)