### UNIVERSITY POLICIES

- Refer to the SU catalog for approved prerequisites and General Education courses.
- Requirements may not equal 120 credit hours. Students must register for additional electives to complete 120 credits required for graduation.
- All graduates must have a minimum of 30 credits of 300/400-level courses with a grade of C or above; at least 15 of these credits must be taken at SU.
- Students must have a minimum cumulative GPA of 2.0 for graduation.
- Students must complete at least 30 credit hours by direct classroom instruction and/or laboratory experience.
- Students must take 30 of the last 37 credit hours at SU.
- It is the student’s responsibility to satisfy graduation requirements.
- Please refer to the SU catalog for detailed major requirements.

### MARKETING POLICIES & PROCEDURES

- 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 B.S. major.
- Marketing majors must submit applications for admission to the Professional Program. No management student will be allowed to remain in 300/400 level Perdue School courses if s/he has not submitted this application.
- All business courses need to be completed with a C grade or higher.
- 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.
- Upper division major 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.
- For Additional Policies and Procedures: Please refer to the Salisbury University Catalog, under the marketing section.
- More information is also available online: www.salisbury.edu/mgmtmktg

### GENERAL EDUCATION REQUIREMENTS

<table>
<thead>
<tr>
<th>Course No. &amp; Title</th>
<th>#Credits</th>
<th>Grade</th>
<th>Term Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group I: English Composition and Literature (2 courses)</td>
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<tr>
<td>A. C or better in ENGL 103 or HONR 111</td>
<td>4</td>
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<tr>
<td>B. Literature course (from either ENGL or MDFL Depts.)</td>
<td>4</td>
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<tr>
<td>Group II: History (2 courses)</td>
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<tr>
<td>A. HIST 101, 102, or 103</td>
<td>4</td>
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<tr>
<td>B. HIST 101, 102, 103 or a HIST course above 103</td>
<td>4</td>
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<tr>
<td>Group III: Humanities and Social Sciences (3 courses)</td>
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<tr>
<td>A. Select one course from one of the following seven areas: ART, COMM, DANC or THEA, MDFL, MUSC, PHIL, HONR 211</td>
<td>FULFILLED BY MAJOR</td>
<td></td>
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<tr>
<td>B. Select one course from one of the following eight areas: ANTH, CADR, ECON or FINA, ENVR, Human GEOG, POSC, PSYC, SOC1, HONR 112</td>
<td>FULFILLED BY MAJOR</td>
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<tr>
<td>C. Select one course from either Group IIIA or IIIB (course must be from a different area than previously selected)</td>
<td>3/4</td>
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<tr>
<td>Group IV: Natural Science, Math and Computer Science (4 courses)</td>
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<tr>
<td>A. Select courses with laboratories from at least two of the following four areas: BIOL, CHEM, GEOG or Physical GEOG, PHYS</td>
<td>4</td>
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<tr>
<td>B. Select one additional course (need not be a lab) from Group IVA or ENVR or ENVR or COSC or MATH or HONR 212</td>
<td>FULFILLED BY MAJOR</td>
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<tr>
<td>C. Select one course from MATH</td>
<td>FULFILLED BY MAJOR</td>
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<tr>
<td>Group V: Health Fitness (1 course)</td>
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<tr>
<td>FTWL106 - Lifelong Fitness and Wellness</td>
<td>3</td>
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</tbody>
</table>

### MAJOR REQUIREMENTS

<table>
<thead>
<tr>
<th>Course No. &amp; Title</th>
<th>#Credits</th>
<th>Grade</th>
<th>Term Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOWER DIVISION/PRE-PROFESSIONAL CORE (10 courses)</td>
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<tr>
<td>Complete the following:</td>
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<tr>
<td>ACCT201* - Intro. to Financial Accounting</td>
<td>3</td>
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<tr>
<td>ACCT202* - Intro. to Managerial Accounting</td>
<td>3</td>
<td></td>
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<tr>
<td>ACCT248 - Legal Environment</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECON211 - Principles of Microeconomics</td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>ECON212 - Principles of Macroeconomics</td>
<td>3</td>
<td></td>
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<tr>
<td>INFO211 - Information Systems Concepts</td>
<td>4</td>
<td></td>
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<tr>
<td>INFO211* - Intermediate Business Statistics</td>
<td>3</td>
<td></td>
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<tr>
<td>MATH155 - Modern Statistics</td>
<td>3</td>
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<tr>
<td>Complete 1 of the following (circle course taken):</td>
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<tr>
<td>MATH160 - Applied Calculus</td>
<td>3</td>
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<td>OR</td>
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<tr>
<td>MATH201 - Calculus I</td>
<td>4</td>
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<tr>
<td>Complete 1 of the following (circle course taken):</td>
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<tr>
<td>COMM100 - Fund. of Communication</td>
<td>4</td>
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<td>OR</td>
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<tr>
<td>COMM260 - Business and Professional Communication</td>
<td>4</td>
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</tbody>
</table>

* These courses have prerequisites, some of which are part of the core. Please consult the catalog and/or GullNet for course prerequisites.

(Professional Program requirements are on the back)
ADMISSION REQUIREMENTS FOR THE PROFESSIONAL PROGRAM
- 25 credits completed in the pre-professional area – 12 of which must be MATH 155, MATH 160, ECON 211 or 212, ACCT 201 — and 13 more must be completed from INFO 211, COMM 260 or 100, ACCT 248, ECON 211 or 212, ACCT 202, and INFO 281

### Course No. & Title
<table>
<thead>
<tr>
<th>Course No. &amp; Title</th>
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<th>Grade</th>
<th>Term Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UPPER DIVISION/PROFESSIONAL CORE (7 courses)</strong></td>
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<tr>
<td>FINA311* - Financial Management</td>
<td>3</td>
<td>____</td>
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<tr>
<td>INFO326* - Operations Management</td>
<td>3</td>
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<tr>
<td>MGMT320/** - Management and Organization Behavior</td>
<td>3</td>
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<tr>
<td>BUAD300 - Personal and Professional Development</td>
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<tr>
<td>(coreq. MGMT 320)</td>
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<tr>
<td>MKTG330/** - Principles of Marketing Management</td>
<td>3</td>
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<tr>
<td>MKTM325 - Business and Society</td>
<td>3</td>
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<tr>
<td>MKTG492 - Strategic Management (final semester)</td>
<td>3</td>
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<tr>
<td>* Prerequisites to MGMT 492</td>
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<tr>
<td>** Prerequisites to all upper division management/marketing coursework.</td>
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</tbody>
</table>

### MARKETING REQUIREMENTS (3 courses)
<table>
<thead>
<tr>
<th>Course No. &amp; Title</th>
<th>#Credits</th>
<th>Grade</th>
<th>Term Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG335 - Marketing Research</td>
<td>3</td>
<td>____</td>
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<tr>
<td>MKTG423 - International Marketing</td>
<td>3</td>
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<tr>
<td>MKTG430* - Marketing Management Strategy</td>
<td>3</td>
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<tr>
<td>*Prerequisite: MKTG 330 and 6 additional MKTG credits</td>
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</table>

### MARKETING ELECTIVES (3 courses)
Complete 3 from the following (circle courses taken):  
- BUAD345 - Purchasing and Materials Management  
- BUAD386 - Business in its Global Setting (winter travel)  
- BUAD396 - Business Studies Abroad  
- BUAD410 - Health Care Management and Marketing  
- INFO315 - Project Management  
- INFO340 - Data Mining  
- MKTG331 - Advertising and Promotions  
- MKTG332 - Consumer Behavior  
- MKTG334 - Principles of Retailing  
- MKTG336 - Direct and Interactive Marketing  
- MKTG337 - Professional Selling  
- MKTG338 - Special Topics in Marketing  
- MKTG339 - Digital Marketing Analytics  
- MKTG401 - Business Marketing  
- MKTG407 - Sales Management  
- MKTG410 - Advanced Professional Selling  
- MKTG439 - Senior Marketing Seminar  
- MKTG440 - Content Creation and Inbound Marketing  

(Other elective approved by department chair)

### WEBSITES OF INTEREST
- ABLE Internship: [www.salisbury.edu/perdue/studentservices/able/](http://www.salisbury.edu/perdue/studentservices/able/)
- Admission Information: [www.salisbury.edu/perdue/studentservices/advising/admissions/](http://www.salisbury.edu/perdue/studentservices/advising/admissions/)
- Advising: [www.salisbury.edu/perdue/studentservices/Advising.html](http://www.salisbury.edu/perdue/studentservices/Advising.html)
- Campus Resources: [www.salisbury.edu/perdue/studentservices/Advising/students/campusresources.html](http://www.salisbury.edu/perdue/studentservices/Advising/students/campusresources.html)
- Changing/Adding a Major: [www.salisbury.edu/perdue/studentservices/changemajor.html](http://www.salisbury.edu/perdue/studentservices/changemajor.html)
- Changing/Adding a Minor: [www.salisbury.edu/perdue/studentservices/changeminor.html](http://www.salisbury.edu/perdue/studentservices/changeminor.html)
- Course Registration & Prerequisite Information: [www.salisbury.edu/perdue/studentservices/Advising/course_registration/](http://www.salisbury.edu/perdue/studentservices/Advising/course_registration/)
- Tutoring Information: [www.salisbury.edu/achievement/tutoring/tutoring.html](http://www.salisbury.edu/achievement/tutoring/tutoring.html)
- More Questions? E-mail: Studentbusinessleaders @salisbury.edu