WESTERN CONNECTICUT STATE UNIVERSITY

BBA - Marketing Major Student ____________________________

Option in Interactive Marketing Box __________

I. General Education Requirements (40 S.H. plus Phys. Ed.)**

Communication Skills (3 S.H.)

COM 160, 161 or 162 _______________ 3_______

Has completed one Writing Intensive (W) course Yes____ No____

Humanities (15 S.H. minimum, including 3 of 7 fields: Communication, Fine and Applied Arts - only 1 studio course accepted toward minimum - Foreign Language, Humanistic Studies, Literature, Philosophy, Western History)

WRT 210W Managerial Writing 3_______

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Social & Behavioral Sciences (12 S.H. minimum)

PSY 100 Introduction to Psychology 3_______

PS 104 World Govnmts, Economies & Cultures 3_______

ECO 100 & 101 Macro/Microeconomics 3-3 6_______

Natural Sciences & Mathematics (10 S.H. minimum)

MAT 118 **or** MAT 133 **or** MAT 135 or MAT 181 3, or 4_______

Lab Sci. ____________________ 2, 3, or 4_______

Elective____________________ 3_______

Physical Education - activity courses (2 S.H.)

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II. BBA Core Requirements (30 S.H.)

ACC 201 Fin. Accounting**(MAT 098 or approp. test score)* 3_______

ACC 202 Managerial Accounting**(ACC 201, MAT 100, MIS 260 or basic knowledge of spreadsheet software such as Excel)* 3_______

FIN 230 Business Statistics *(MAT 118 or MAT 133 or MAT 181, MIS 260)* 3_______

FIN 310 Principles of Finance**(ACC 201, FIN 230 or statistics course)* 3_______

JLA 240 Commercial Law ***or*** ACC 340 Business Law I 3_______

MGT 250 Organ. Behavior**(PSY 100 & W intensive course)* 3_______

MGT 320 Operations Mgt.**(Jr. Standing; FIN 230)* 3_______

MGT 415 Strategic Management**(Sr. Standing, GPA $\geq$ 2.3)* 3_______

MIS 260 Info. Systems Concepts 3_______

MKT 301 Principles of Marketing**(Soph. Standing)* 3_______

III. Interactive Marketing Option Requirements (24 S.H.)

MKT 310 Consumer Behavior**(Jr. Standing, MKT 301, FIN 230 or another statistics course, and GPA $\geq$ 2.3)* 4_______

MKT 315 Advt. & Intg. Mkt Com.**(Jr. standing & GPA $\geq$ 2.3)* 3_______

MKT 327 Direct/Interactive Marketing* 3_______

MKT 380 Customer Relationship Mgt & Database Mkting* 3_______

MKT 411 E-commerce and Internet Marketing* 3_______

MKT 415 Marketing Research**(Sr. Standing, MKT 301, FIN 230 or another statistics course and GPA $\geq$ 2.3)* 4_______

MKT 490 Marketing Mgt**(Senior standing and GPA $\geq$ 2.3)* 4_______

IV. Free Electives+(26 S.H.) *At least 16 S.H. of the free electives must be non-business.*

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+Minimum of 122 S.H. including Phys. Ed. for BBA Degree

***Prerequisites**

Office Admissions Evaluation of Transfer Credit

Entering Date __________day/eve/full/part-time

Previous School(s)______________________

Number	Title	Credits

Total Transfer Credits ____________

**General education requirements at Western total 42 semester hours. In some instances, work toward a major program partially fulfills general education requirements. The remaining general education requirements for this program are shown above. 9/02, 7/03, 6/04, 7/04, 5/05, 5/08, 6/08