

WESTERN CONNECTICUT STATE UNIVERSITY

BBA - Marketing Major Student _____
Option in Interactive Marketing Box _____

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

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 _____

Health Promotion and Exercise Sciences (2 S.H.)

HPX 177 Fitness for Life _____ 2 _____

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 100 or appropriate Test score, MIS 260)* _____ 3 _____

FIN 310 Principles of Finance*(ACC 201, FIN 230 or statistics course, ECO 100)* _____ 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 ≥ 2.3) _____ 3 _____

MIS 260 Info. Systems Concepts _____ 3 _____

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

III. Interactive Marketing Option Requirements (25 S.H.)

MKT 310 Consumer Behavior*(Jr. Standing, MKT 301, FIN 23 or another statistics course, and GPA ≥ 2.3) _____ 4 _____

MKT 315 Advt.&Intg. Mkt Com.*(Jr. standing & GPA ≥ 2.3, MKT 301) _____ 4 _____

MKT 327 Direct/Interactive Marketing* _____ 3 _____

MKT 380 Customer Relationship Mgt & Database Mktng* _____ 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 ≥ 2.3) _____ 4 _____

MKT 490 Marketing Mgt*(Senior standing and GPA ≥ 2.3) _____ 4 _____

IV. Free Electives+(25 S.H.) At least 17 S.H. of the free electives must be non-business.

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Office Admissions Evaluation of Transfer Credit

Entering Date _____ day/eve/full/part-time

Previous School(s) _____

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Total Transfer Credits _____

+Minimum of 122 S.H. including HPX 177 for BBA Degree

*Prerequisites

**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. 6/04, 7/04, 5/05, 5/08, 6/08, 6/09, 7/09, 6/13, 9/13