

Western Connecticut State University

MARKETING MAJOR

MARKETING ELECTIVES:

Select two (2) additional courses (6 Semester Hours) from courses listed below.

MKT 322	Retailing Management (<i>Junior Standing and GPA ≥ 2.3</i>)	3 S.H.
MKT 324	Marketing Channels Management (<i>Junior Standing, MKT 301 and GPA ≥ 2.3</i>)	3 S.H.
MKT 327	Direct/Interactive Marketing (<i>MKT 30 and GPA ≥ 2.3</i>)	3 S.H.
MKT 380	Customer Relationship Management and Database Marketing (<i>MKT 301, MIS 260, FIN 230 or another statistics course by permission of instructor and GPA ≥ 2.3</i>)	3 S.H.
MKT 395	Advanced Advertising and Integrated Marketing Communications (<i>Junior standing and MKT 315, or another integrated marketing communication course, permission of instructor, and GPA ≥ 2.3</i>)	3 S.H.
MKT 398	Faculty Developed Study (<i>GPA ≥ 2.3</i>)	3 S.H.
MKT 399	Student Developed Study (<i>GPA ≥ 2.3</i>)	3 S.H.
MKT 411	E-commerce and Internet Marketing (<i>MIS 260, MKT 301, Junior Standing and GPA ≥ 2.3</i>)	3 S.H.
MKT 412	Product Development and Management (<i>Junior Standing, MKT 301 and GPA ≥ 2.3</i>)	3 S.H.
MKT 422	Global Marketing (<i>Senior Standing, MKT 301 and GPA ≥ 2.3</i>)	3 S.H.
MKT 455	Business Marketing (<i>Junior Standing, MKT 301 and GPA ≥ 2.3</i>)	3 S.H.
MKT 480	Selected Topics in Marketing (<i>Junior Standing, MKT 301 or permission of instructor and GPA ≥ 2.3</i>)	3 S.H.

WESTERN CONNECTICUT STATE UNIVERSITY

BBA - Marketing Major

Student _____
Box _____

Office Admissions Evaluation of Transfer Credit

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

Previous School(s) _____

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 _____

_____ 3 _____

_____ 3 _____

_____ 3 _____

_____ 3 _____

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 spread-sheet 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. Marketing Requirements (25 S.H.)

MKT 310 Consumer Behavior*(Junior Standing, MKT 301 And FIN 230 or another statistics course, GPA ≥ 2.3) _____ 4 _____

MKT 315 Advertising and Integrated Marketing Comm.*(Junior Standing and GPA ≥ 2.3, MKT 301) _____ 4 _____

MKT 333 Sales Management*(Junior Standing, MKT 301, or Permission of Instructor, and GPA ≥ 2.3) _____ 3 _____

MKT 415 Marketing Research:Methods and Application*(Sr. Standing, MKT 301, FIN 230, or another statistics course and GPA ≥ 2.3) _____ 4 _____

MKT 490 Marketing Management: Analysis, Planning and Implementation*(Senior Standing and GPA ≥ 2.3) _____ 4 _____

Marketing Electives (6 S.H.) - See Reverse Side

_____ 3 _____

_____ 3 _____

IV. Free Electives+(25 S.H.)

Note: At least 17 S.H. of the free electives must be non-business courses.

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

*Prerequisites

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