

BUSINESS Major: Emphasis in Marketing

Requires 45 s.h. Each course is 3 s.h.

Required Core Courses: listed*

_____	INT 104	Perspectives in Sustainability (T)
_____	BuAd 200	Management Principles (W)
_____	BuAd 208	Accounting Principles
_____	BuAd 209	Financial Decision Making (Q)
_____	BuAd 220	The Legal Environment of Business
_____	BuAd 222	Social Science Statistics (Q)
_____	BuAd 230	Marketing Principles
_____	BuAd 338	Marketing Research
_____	BuAd 362	Consumer Behavior
_____	Comm 240	Advertising
_____	BuAd 400	Strategy & Sustainability (O)
_____	BuAd 401	Business Senior Seminar (M)
_____	Econ 101	Principles of Microeconomics (S) (Q)
_____	Econ 102	Principles of International & Macro (I)

OR Transfer course VCCS

_____	N/A
_____	BUS 200
_____	ACC 211 & 212
_____	FIN 215
_____	BUS 241
_____	BUS 221, MTH 157/155, or MTH 240/241/245
_____	MKT 100
_____	MKT 229
_____	MKT 271
_____	MKT 220
_____	N/A
_____	N/A
_____	ECON 202
_____	ECON 201

Management Emphasis: Choose one of the following:

_____	BuAd 334	Multi-Cultural Marketing in America (D)	_____
_____	BuAd 336	Cross-Cultural & Global Marketing (I) (W)	_____

Total: 45 s.h.

18 s.h in the major must be from Mary Baldwin University.

* Transfer courses do not necessarily carry the same Learning Outcome Designations for the Common Curriculum