

BUSINESS Major: Emphasis in Marketing

Requires 48 s.h. Each course is 3 s.h.

Required Core Courses: listed*

		OR Transfer course VCCS
_____ BuAd104	Sustainability & Business	_____ N/A _____
_____ BuAd 200	Management Principles (W)	BUS 200
_____ BuAd 208 or 210	Accounting Principles (or Financial Accounting)	ACC 211 & 212
_____ BuAd 209 or 211	Financial Decision Making (Q) (or Managerial Accounting)	FIN 215
_____ BuAd 220	The Legal Environment of Business	BUS 241
_____ BuAd 222	Social Science Statistics (Q)	BUS 221, MTH 157/155, or MTH 240/241/245
_____ BuAd 230	Marketing Principles	MKT 100
_____ BuAd 307	Business and Society (R)	_____ N/A _____
_____ BuAd 400	Strategy & Sustainability (O)	_____ N/A _____
_____ BuAd 401	Business Senior Seminar (M)	_____ N/A _____
_____ Econ 101	Principles of Microeconomics (S) (Q)	ECON 202
_____ Econ 102	Principles of International & Macro (I)	ECON 201

Subtotal: 36 s.h.

Marketing Emphasis:

_____ BuAd 334	Multinational Marketing (D)(W)	_____
_____ BuAd 338	Audience Insight and Analysis	_____
_____ BuAd 362	Buyer Behavior	_____
_____ Comm 245	Social Media	_____

Subtotal: 12 s.h.

Total: 48 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**