

MILLERSVILLE UNIVERSITY

Student Name: _____ Student I.D.# _____

DEGREE: BS MAJOR: MKTG	MAJOR REQUIREMENTS FOR A BS DEGREE IN Marketing Total credit hours required: 120.0 minimum
---------------------------	--

REQUIREMENTS AND POLICIES FOR THE BS MARKETING MAJOR

A. Policies for Admission to the Major

1. New students (freshmen and transfers) must be admitted to the Marketing major by the Office of Admissions upon admission to the University.
2. Admission into the Marketing major from other departments (including undeclared students) is upon approval of the chairperson of the Management/Marketing Department
3. Non-degree and continuing education students must be admitted to the Marketing major by the Office of Admissions.

B. Policies for Retention in the Major

1. University requirements for retention.

C. Policies for Completion of the Major

1. Completion of all University curricular requirements.
2. Students wishing to major in Marketing must complete each of the following courses with a grade of C- (C minus) or higher, and maintain a GPA of 2.0 or higher in the Foundations Block prior to enrolling in any other courses within Business Administration: ECON 101, 102, BUAD 161, 162, 202. Note that BUAD 161 requires a prerequisite of MATH 101 or MATH placement beyond MATH 101 (151, 160, 161, 163H).
3. Students majoring in Marketing are required to attain a C- or higher in BUAD 161, 162, 202, 231, and 251 before taking courses which have these courses as prerequisites.
4. ENGL 316, Business Writing, is required as the upper-level writing course under the General Education Curriculum.

Note to the student: *This form is provided as a guide. It is your responsibility to consult regularly with your advisor to be aware of changes and curriculum details which are not incorporated on this form.*

MAJOR SEQUENCE AND DEGREE REQUIREMENTS

Major: BS MARKETING
 Major Field Requirements: 63.0 credits
 Other Requirements: 13.0 - 14.0 credits

When applicable, up to six of the REQUIRED RELATED courses may be credited toward the Liberal Arts Core subject to normal distribution rules.

Course	No.	Short Title	C.H.	Grade	Course	No.	Short Title	C.H.	Grade
BUSINESS FOUNDATIONS BLOCK					REQUIRED RELATED (13.0 - 14.0 credits)				
The following major and required related courses are to be completed with a grade of C- (C minus) or higher, and students must maintain a GPA of 2.0 or higher in the Foundations Block prior to enrolling in any other business courses. It is strongly suggested that the block be completed in the freshman year if possible.					Economics (6.0 credits)				
					ECON	101	Principles of Econ I	3	_____
					ECON	102	Principles of Econ II	3	_____
					Mathematics (7.0 - 8.0 credits)				
					Calculus (Choose one of the following)				
					MATH	151	Calc Manag. Life & SS	4	_____
					MATH	161	Calculus I	4	_____
					MATH	163	Honors Calculus I	5	_____
					and				
					MATH	235	Survey of Statistics	3	_____
Required									
					ENGL	316	Business Writing	3	_____
REQUIRED BUSINESS COURSES (33.0 credits)					General Electives (as necessary)				
BUAD	161	Intro to Financial Acctng	3	_____	_____	_____	_____	3	_____
BUAD	162	Intro to Managerial Acctng	3	_____	_____	_____	_____	3	_____
BUAD	202	Legal Environment of Business	3	_____					
BUAD	206	Business Research Methods	3	_____					
BUAD	231	Principles of Marketing	3	_____					
BUAD	251	Principles of Management	3	_____					
BUAD	307	Management Info Systems	3	_____					
BUAD	341	Managerial Finance I	3	_____					
BUAD	352	Human Resource Management	3	_____					
BUAD	358	Management Science	3	_____					
BUAD	455	Strategy and Policy	3	_____					
UPPER LEVEL MARKETING COURSES: (24.0 credits)									
MKTG	332	Consumer Behavior	3	_____					
MKTG	431	Marketing Research	3	_____					
MKTG	436	Marketing Strategy	3	_____					
BUAD	488	Seminar: Marketing	3	_____					
MGMK	300	Internship	3	_____					
Marketing Electives									
MKTG	_____	_____	3	_____					
MKTG	_____	_____	3	_____					
MKTG	_____	_____	3	_____					
DEPARTMENTAL ELECTIVES (6.0 credits)									
Any elective from BUAD, ACFN, MGMK or COOP									
_____	_____	_____	3	_____					
_____	_____	_____	3	_____					
COOP	_____	_____	3	_____					