

# ACADEMIC PLANNING GUIDE

# BUSINESS AND ECONOMICS: MARKETING

NORTH PARK UNIVERSITY • CHICAGO • ILLINOIS

Revised July 2011

	Fall Semester		Spring Semester	
<b>First Year</b>	<ul style="list-style-type: none"> <li>•NPD 1000: Dialogue I</li> <li>•BSE 2211: Principles of Macroeconomics</li> <li>•Foreign Language 1010 Option</li> <li>•Science Quad Option /Science Quad Option</li> </ul>	4 4 4 2/2	<ul style="list-style-type: none"> <li>•BTS 1850: Introduction to the Bible</li> <li>•Foreign Language 1020 Option</li> <li>•STAT 1490: Introductory Statistics</li> <li>COMM 1910: Public Speaking</li> </ul>	4 4 4 4
	<b>TOTAL SEMESTER HOURS</b>	<b>16</b>	<b>TOTAL SEMESTER HOURS</b>	<b>16</b>
<b>Second Year</b>	<ul style="list-style-type: none"> <li>•Fine Arts Option</li> <li>•Personal Development Option</li> <li>•Biblical Studies Option</li> <li>BSE 2110: Financial Accounting</li> <li>BSE 2610: Foundations of Marketing</li> </ul>	2 2 4 4 4	<ul style="list-style-type: none"> <li>•NPD 2000: Dialogue II</li> <li>BSE 2120: Managerial Accounting</li> <li>BSE 2310: Foundations of Finance</li> <li>BSE 2540: Business Communications</li> <li>PHIL 2530: Business and Professional Ethics</li> </ul>	4 2 4 2 2
	<b>TOTAL SEMESTER HOURS</b>	<b>16</b>	<b>TOTAL SEMESTER HOURS</b>	<b>14</b>
<b>Third Year</b>	<ul style="list-style-type: none"> <li>BSE 2212: Principles of Microeconomics</li> <li>BSE 3610: Marketing Research and Consumer Behavior</li> <li>BSE 3630: Marketing Channels and Emerging Technology</li> <li>Elective</li> </ul>	4 4 2 4	<ul style="list-style-type: none"> <li>BSE 2510: Operations Management and Info Tech</li> <li>BSE 3620: Integrated Marketing Communications</li> <li>BSE 3650: International Marketing</li> <li>Elective</li> </ul>	4 4 2 4
	<b>TOTAL SEMESTER HOURS</b>	<b>14</b>	<b>TOTAL SEMESTER HOURS</b>	<b>14</b>
<b>Fourth Year</b>	<ul style="list-style-type: none"> <li>BSE 2520: Business Law</li> <li>BSE 3510: Public Relations</li> <li>BSE 3520: Principles of Management and Leadership</li> <li>BSE 3640: Brand Management &amp; New Product Development</li> <li>Elective</li> </ul>	2 2 4 4 2	<ul style="list-style-type: none"> <li>BSE 3720: Intro. to Nonprofit Leadership and Management</li> <li>BSE 4520: Strategic Management</li> <li>BSE 4970: Internship</li> <li>BSE 5520: Management and Marketing of Services</li> <li>Elective</li> </ul>	2 4 4 2 4
	<b>TOTAL SEMESTER HOURS</b>	<b>14</b>	<b>TOTAL SEMESTER HOURS</b>	<b>16</b>

- Course meets a general education requirement

In some instances the student will need to take prerequisite STAT 1490. Contact your advisor for further details.

The school of business and non-profit management encourages students to complete an internship during the summer between their third and fourth year.

The Academic Planning Guide is designed as a guide for students planning their course selections. The information on this page provides only a suggested schedule. Actual course selections should be made with the advice and consent of a faculty advisor. While accurately portraying the information contained in the college catalog, this form is not considered a legal substitute for that document. Students should become familiar with the catalog in effect at the time in which they entered the institution.

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## **Graduation Requirement:**

120 semester hours, minimum

## **General Education Requirements:**

44 semester hours

The North Park Dialogue (12) Students in this professional program are not required to take NPD 3000.

- Dialogue I (4)
- Dialogue II (4)
- Dialogue III (4)
- Culture and Society (4) Met by major course BSE 2211
- Personal Development (2)
- Biblical Studies (8)
  - BTS 1850 (4)
  - BTS option (4)
- Foreign Language (8)
  - 1010 Level (4)
  - 1020 Level (4)
- Mathematics (4) Met by major prerequisite course STAT 1490
- Fine Arts (2)
- Natural Science (4)
  - Biology (2)
  - Chemistry/Physics (2)

See General Education checklist for specific courses that will fulfill each requirement.  
<http://www.northpark.edu/generaleducation>

Some general education courses may meet course requirements for your major.

## **Major Requirements:**

**Required Semester Hours: 70 semester hours**

**Prerequisites and Supporting Courses: 10 semester hours**

- COMM 1910: Public Speaking (4)
- PHIL 2530: Business and Professional Ethics (2)
- STAT 1490: Introductory Statistics (4)

## **Additional Graduation Requirements:**

- Total of 120 semester hours, minimum. Additional courses may need to be taken to meet this requirement.
- Grade Point Average
  - Overall cumulative grade point average of 2.00
  - Cumulative grade point average in major of 2.50
- Last 30 semester hours must be taken at North Park
- Acceptance into the major

## **Major Requirements cont:**

**Required Core Courses: 60 semester hours, plus internship credit**

- BSE 2110: Financial Accounting (4)
- BSE 2120: Managerial Accounting (2)
- BSE 2211: Principles of Macroeconomics (4)
- BSE 2212: Principles of Microeconomics (4)
- BSE 2310: Foundations of Finance (4)
- BSE 2510: Operations Management and Information Technology (4)
- BSE 2520: Business Law (2)
- BSE 2540: Business Communications (2)
- BSE 2610: Foundations of Marketing (4)
- BSE 3510: Public Relations (2)
- BSE 3520: Principles of Management and Leadership (4)
- BSE 3610: Marketing Research and Consumer Behavior (4)
- BSE 3620: Integrated Marketing Communication (4)
- BSE 3630: Marketing Channels and Emerging Technology (2)
- BSE 3640: Brand Management and New Product Development (4)
- BSE 3650: International Marketing (2)
- BSE 3720: Introduction to Nonprofit Leadership and Management (2)
- BSE 4520: Strategic Management (4)
- BSE 4970: Internship (1-8), outside work experience may be substituted for the internship
- SBNM 5520: Management and Marketing of Services (2)

## **NOTE:**

- For admittance into the major, an overall GPA of 2.50 is required.
- A GPA of 2.50 is also required for the four business courses to be taken prior to application to the major (BSE 2110, 2211, 2310, 2610). Additionally, students must earn a minimum grade of C- in each of these four courses.
- In order to take graduate courses (SBNM) students must have a 3.0 GPA and be in senior status> Students should refer to the catalog guidelines for undergraduate students taking graduate level courses.

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