Academic Planning Guide - Business & Economics: Marketing

North Park University

effective with 2014-2015 Catalog

Major Requirements

Required Semester Hours for B.S.: 70 semester hours, plus internship credit

Prerequisites and Supporting Courses: 10 semester hours COMM 1910: Public Speaking (4) PHIL 2530: Business and Professional Ethics (2) - meets Ethical Reasoning requirement STAT 1490: Introductory Statistics (4) - meets Analytical & Quantitative Reasoning requirement		
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) - meets Culture & Society Requirement BSE 2212: Principles of Microeconomics (4) BSE 2310: Foundations of Finance (4) BSE 2510: Operations Management & Information Technology (4) BSE 2520: Business Law (2) BSE 2540: Business Communication (2) BSE 2610: Foundations of Marketing (4) BSE 3510: Public Relations (2) BSE 3520: Principles of Management & Leadership (4)	BSE 3610: Marketing Research and Consumer Behavior (4) BSE 3620: Integrated Marketing Communication (4) BSE 3630: Marketing Channels and Supply Chain Management (2) BSE 3640: Brand Management and New Product Development (4) BSE 3650: International Marketing (2) BSE 4520: Strategic Management (4) BSE 4970: Internship (1-8) strongly suggested, outside work experience may be substituted for internship NONP 2710: Introduction to Nonprofit Leadership and Management (2) SBNM 5520: Management and Marketing of Services (2)	

Notes:

- For acceptance into the major, an overall GPA of 2.50 is required.
- A GPA 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.
- The School of Business and Nonprofit Management encourages students to complete an internship during the summer between their third and fourth year.
- · 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.

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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Core Curriculum

Starting with the framework of North Park's identity as a Christian, liberal arts institution, our Core Curriculum is intentionally multidisciplinary and multi-year. It is set up as a progress through three areas: Foundation Courses, Explorations Courses, and Capstone Courses.

http://www.northpark.edu/Academics/Undergraduate-Studies/Core-Curriculum

Foundations Preparing for more in-depth work in both the Core Curriculum and your major	Explorations Knowledge in specific disciplines, with strong emphasis on how you can use them in the context of your own life
Cornerstone Seminar (4sh)	Art and Aesthetics (2sh)
Biblical Studies (4sh)	Christian Life & Thought (4sh)
Health and Well-Being (2sh)	Life Science (2sh/lab)
Analytical & Quantitative Reasoning (4sh) met by STAT 1490	Physical Science (2sh/lab)
Global Histories (4sh)	Culture and Society (4sh) met by BSE 2211
Modern Languages (8sh)	Ethical Reasoning (2sh)
	met by PHIL 2530
	Level Writing
	ally address writing clearly and doing effective research
Writing Intensive Course (4sh) met by BSE 2610	Research Writing Course (4sh)
met by BSE 2010	
•	stone
	wledge applied to contemporary social issues
Keystone Seminar (4sh)	
Students in this professional programs are not required to take the	ne Keystone Seminar

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