

ACADEMIC PLANNING GUIDE - BUSINESS AND ECONOMICS: MARKETING
effective with 2017-2018 Catalog

MAJOR REQUIREMENTS

Required Semester Hours for B.S.: 78 semester hours, plus internship credit

Prerequisites and Supporting Courses: 14 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*
- ISIT 3040: Web Tech & E-Comm (4)

Required Core Courses: 64 semester hours, plus internship credit

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| <input type="checkbox"/> BSE 2110: Financial Accounting (4) | <input type="checkbox"/> BSE 3610: Marketing Research and Consumer Behavior (4) |
| <input type="checkbox"/> BSE 2120: Managerial Accounting (2) | <input type="checkbox"/> BSE 3620: Integrated Marketing Communication (4) |
| <input type="checkbox"/> BSE 2211: Principles of Macroeconomics (4) - <i>meets Culture & Society Requirement</i> | <input type="checkbox"/> BSE 3630: Marketing Channels and Supply Chain Management (2) |
| <input type="checkbox"/> BSE 2212: Principles of Microeconomics (4) | <input type="checkbox"/> BSE 3650: International Marketing (2) |
| <input type="checkbox"/> BSE 2310: Foundations of Finance (4) | <input type="checkbox"/> BSE 3660: Principles of Professional Selling (4) |
| <input type="checkbox"/> BSE 2510: Operations Management & Information Technology (4) | <input type="checkbox"/> BSE 3670: Intro to Interactive Marketing (4) |
| <input type="checkbox"/> BSE 2520: Business Law (2) | <input type="checkbox"/> BSE 4520: Strategic Management (4) |
| <input type="checkbox"/> BSE 2540: Business Communication (2) | <input type="checkbox"/> BSE 4970: Internship (1-8), <i>outside work experience may be substituted for internship</i> |
| <input type="checkbox"/> BSE 2610: Foundations of Marketing (4) | <input type="checkbox"/> NONP 2710: Introduction to Nonprofit Leadership and Management (2) |
| <input type="checkbox"/> BSE 3510: Public Relations (2) | |
| <input type="checkbox"/> BSE 3520: Principles of Management & Leadership (4) | |

Notes:

- For admittance into the major, a GPA of 2.67 or higher is required for the first 16 semester hours of business courses taken. Students may not take over 22 semester hours of business courses without acceptance into the major.
- Transfer students who wish to major in Business should consult the Academic Catalog for details as to how their transfer credit is used to decide their admission to the major.
- 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 multi-disciplinary 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

Cornerstone Seminar (4sh)

Biblical Studies (4sh)

Health and Well-Being (2sh)

Analytical & Quantitative Reasoning (4sh)
<i>met by STAT 1490</i>

Global Histories (4sh)

Modern Languages (8sh)

Explorations

Knowledge in specific disciplines, with strong emphasis on how you can use them in the context of your own life

Art and Aesthetics (2sh)

Christian Life & Thought (4sh)

Life Science (2sh/lab)

Physical Science (2sh/lab)

Culture and Society (4sh)
<i>met by BSE 2211</i>

Ethical Reasoning (2sh)
<i>met by PHIL 2530</i>

Intermediate Level Writing

Two courses in the context of your major that specifically address writing clearly and doing effective research

Writing Intensive Course (4sh)
<i>met by BSE 2610</i>

Research Writing Course (4sh)
<i>met by BSE 3520</i>

Keystone

Interdisciplinary integration of skills and knowledge applied to contemporary social issues

Keystone Seminar (4sh)

Students in this professional programs are not required to take the Keystone Seminar
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