WEST CHESTER UNIVERSITY B.S. IN MARKETING

### **B.S. IN MARKETING**

College of Business and Public Management

### Curriculum

Code	Title	Credits
catalog.wcupa.edu/	CATION REQUIREMENTS (http:// undergraduate/general-education-	
requirements/)		
Academic Foundati		4
First Year Experience	1	4
English Compositio	•	6-7
Mathematics require	4	3-4
Select one of the fol	8	
MAT 113	Algebra and Functions	
MAT 115	Algebra, Functions, and Trigonometry	
MAT 131	Precalculus	
MAT 143	Brief Calculus <sup>2</sup>	
MAT 161	Calculus I <sup>2</sup>	
Interdisciplinary req	uirement	3
Diverse Communiti	es requirement	3
Ethics requirement		
MGT 313	Business and Society	
Distributed Discipl	•	
Science requirement	•	6-8
Select one of the		
GEO 104	Introduction to Geospatial Technology	
02010.	and Analytics	
or CSC 112	Programming & Data Science	
	Science requirement	6
ECO 111	Principles of Economics (Macro) <sup>1</sup>	
Humanities requirer		6
Select one of the		J
PHI 101	Introduction to Philosophy	
PHI 150	Critical Thinking and Problem Solving	
PHI 180	Introduction to Ethics (Also satisfies	
1111 100	Diverse Communities general	
	education requirement.)	
Arts requirement	1	3
*	ACCALAUREATE	
	S (http://catalog.wcupa.edu/	
undergraduate/gen	eral-education-requirements/)	
University Requires	ments	
Writing Emphasis r	equirement	9
Speaking Emphasis	requirement	9
SPK 208	Public Speaking	
or SPK 230	Business and Professional Speech Communication	
Degree Requirement	nts	
Capstone requireme	nt	1-15
MAJOR REQUIR	EMENTS	
Pre-Business Requ	irements <sup>1,4</sup>	
ECO 111	Principles of Economics (Macro)	3
ECO 112	Principles of Economics (Micro)	3
ACC 201	Financial Accounting	3
ECO 251	Business Analytics I	3
MAT 143	Brief Calculus	3
or MAT 161	Calculus I	3
01 MILLI 101	Calculus 1	

MGT 200	Principles of Management	3
MKT 250	Principles of Marketing	3
Business Core 1,5		
ACC 202	Managerial Accounting	3
BLA 201	Legal Environment of Business	3
ECO 351	Business Analytics II	3
FIN 325	Corporate Finance	3
MGT 313	Business and Society	3
MGT 341	Production and Operations Management	3
MGT 499	Business Policy and Strategy	3
Major Courses 1,5		
MKT 330	Consumer Behavior	3
MKT 360	Marketing Research	3
Five (5) additional which only one cou	300-level or 400-level MKT courses, of arse can be MKT 460. <sup>1</sup>	15
<b>Student Electives</b>		
Complete 15 credit	ts <sup>6</sup>	15
Capstone Require		
MKT 425	Marketing Strategy and Planning <sup>1,7</sup>	3
Total Minimum C	Credits Required	120

- A minimum grade of C must be attained in each of these courses. If not, the course must be repeated until a C minimum is earned. Students are limited to six course repeats; a single course may not be repeated more than twice.
- Students that place directly into calculus (MAT 143/161) and complete the course with a C or better will have satisfied their General Education Mathematics requirement. In lieu of taking a prerequisite for calculus (i.e., MAT 113/115/131), students will have a free elective.
- Internal/external transfer students who have already taken two approved general education science classes are exempt from CSC 112 or GEO 104.
- Must be completed prior to applying to any business major.
- <sup>5</sup> A minimum GPA of 2.50 is required to register for 300- or 400-level business classes.
- <sup>6</sup> Students in an accelerated program should take 12 graduate credits.
- <sup>7</sup> This course fulfills the Capstone requirement.

## Accelerated B.S. in Marketing to M.S. in Geography Program

Students must apply to the Accelerated M.S. in Geography program after successful completion of 60 undergraduate credits with a 3.0 minimum GPA. If accepted, the student will receive conditional acceptance to the M.S. in Geography program contingent on successful completion of their undergraduate degree. Students must complete the Accelerated Program Application prior to enrolling in M.S. in Geography courses during their 3rd year. Students may substitute up to 12 graduate credits for student electives to satisfy the B.S. program requirements.

Code	Title	Comments	Credits
Free Electives			
GEO 502	Topical Seminar in Geography		3
GEO 506	Seminar in Physical Geography		3
GEO 507	Internet Applications of Geographic Information Systems		3

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GEO 521	Suburbanization and Land Development	3
GEO 524	Population Processes	3
GEO 526	Metropolitan Systems and Problems	3
GEO 531	Transportation Planning	3
GEO 538	Environmental Modeling with Geographic Information Systems	3
GEO 554	Geography and Planning of Housing	3
GEO 556	Introduction to Business GIS	3
GEO 572	Seminar in Resource Management	3
GEO 577	Geodatabases	3
PLN 505	Planning Design (Studio A)	3
PLN 525	Planning History, Theory and Ethics	3
PLN 527	Planning Law and Organization	3
PLN 528	Economic Development Planning	3
PLN 536	Environmental Planning	3

## Accelerated B.S. in Marketing to Master of Public Administration Program

Any Marketing major with a 3.0 cumulative GPA or higher who has completed at least 90 credits may substitute up to 12 credits of graduate coursework in the Master of Public Administration (MPA) program for student electives in the B.S. in Marketing program. Those credits will also apply toward the MPA program. Students must apply to the MPA program after successful completion of 90 undergraduate credits with a 3.0 minimum GPA. If accepted, the student will receive conditional acceptance to the MPA program contingent on successful completion of their undergraduate degree.

Code	Title	Credits
Free Electives		
PPA 500	Foundations of Public Service	3
PPA 501	Analysis and Decision Making I	3
PPA 502	Analysis and Decision Making II	3
PPA 504	Public Human Resource Management	3

### **Sample Course Plan**

To track their individual degree progress, students are advised to access their Degree Progress Report (DPR) via myWCU regularly. For more information, visit wcupa.edu/DegreeProgressReport (http://wcupa.edu/degreeprogressreport/).

The following is a sample suggested course sequence for this program; course offerings and availability are not guaranteed. Students should consult their academic advisor with any questions.

#### **B.S.** in Marketing

Course	Title	Credits
Year One		
Fall		
MKT 250	Principles of Marketing	3

MAT 113	Algebra and Functions	3
or MAT 115	or Algebra, Functions, and	
or	Trigonometry or Precalculus	
MAT 131	01 11000100100	
WRT 120	Effective Writing I	3
FYE 100X	First Year Experience	4
Behavioral &	Social Science Gen Ed	3
	Credits	16
Spring		
ECO 111	Principles of Economics (Macro)	3
MAT 143	Brief Calculus	3
or MAT 161	or Calculus I	
CSC 112	Programming & Data Science	3
or	or Introduction to Geospatial	3
GEO 104		
WRT 2XX	200-Level WRT Course	3
Humanities (	Gen Ed	3
	Credits	15
Year Two		
Fall		
ACC 201	Financial Accounting	3
ECO 112	Principles of Economics (Micro)	3
MGT 200	Principles of Management	3
SPK 208	Public Speaking	3
or SPK 230	or Business and Professional Speech Communication	
Science Gen		3
Belefice Gen	Credits	15
Spring	Citatio	10
Spring ACC 202		
Spring ACC 202 BLA 201	Managerial Accounting	3
ACC 202	Managerial Accounting Legal Environment of Business	3 3
ACC 202 BLA 201	Managerial Accounting Legal Environment of Business Business Analytics I	3
ACC 202 BLA 201 ECO 251 PHI 101 or	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem	3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving	3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem	3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics	3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics	3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics	3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics	3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics	3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed  Credits  Consumer Behavior	3 3 3 3 15
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed  Credits	3 3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed  Credits  Consumer Behavior Business Analytics II	3 3 3 3 15
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective	3 3 3 3 15
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325 MKT XXX	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective	3 3 3 3 15
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325 MKT XXX	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed  Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective	3 3 3 3 15
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325 MKT XXX Arts Gen Ed	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed  Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective	3 3 3 3 15
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325 MKT XXX Arts Gen Ed	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed  Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective  Credits  Marketing Research Business and Society	3 3 3 3 3 15 3 3 3 3 3 3 3 3 3 3 3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325 MKT XXX Arts Gen Ed  Spring MKT 360 MGT 313 MKT XXX	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective  Credits  Marketing Research Business and Society Marketing Elective	3 3 3 3 3 15 3 3 3 3 3 3 3 3 3 3 3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325 MKT XXX Arts Gen Ed  Spring MKT 360 MGT 313 MKT XXX Diverse Com	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed  Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective  Credits  Marketing Research Business and Society	3 3 3 3 15 3 3 3 3 3 3 3 3 3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325 MKT XXX Arts Gen Ed  Spring MKT 360 MGT 313 MKT XXX	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed  Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective  Credits  Marketing Research Business and Society Marketing Elective munities Gen Ed	3 3 3 3 3 15 3 3 3 3 3 3 3 3 3 3 3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325 MKT XXX Arts Gen Ed  Spring MKT 360 MGT 313 MKT XXX Diverse Com Free Elective	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective  Credits  Marketing Research Business and Society Marketing Elective	3 3 3 3 15 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325 MKT XXX Arts Gen Ed  Spring MKT 360 MGT 313 MKT XXX Diverse Com Free Elective	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed  Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective  Credits  Marketing Research Business and Society Marketing Elective munities Gen Ed	3 3 3 3 15 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150 or PHI 180 Interdisciplin  Year Three Fall MKT 330 ECO 351 FIN 325 MKT XXX Arts Gen Ed  Spring MKT 360 MGT 313 MKT XXX Diverse Com Free Elective	Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem Solving or Introduction to Ethics  ary Gen Ed  Credits  Consumer Behavior Business Analytics II Corporate Finance Marketing Elective  Credits  Marketing Research Business and Society Marketing Elective munities Gen Ed	3 3 3 3 3 15 3 3 3 3 3 3 3 3 3 3 3 3 3 3

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	Total Credits	121
	Credits	15
Free Elective		3
Free Elective		3
MKT XXX	Marketing Elective	3
MKT XXX	Marketing Elective	3
MGT 499	Business Policy and Strategy	3
Spring		
	Credits	15
Free Elective		3
Free Elective		3
MKT XXX	Marketing Elective	3
MGT 341	Production and Operations Management	3

## Accelerated B.S. in Marketing to Master of Public Administration

Course	Title	Credits
Year One	Tide	Credits
Fall		
MKT 250	Principles of Marketing	3
MAT 113	Algebra and Functions	3
or	or Algebra, Functions, and	3
MAT 115	Trigonometry	
or	or Precalculus	
MAT 131		
WRT 120	Effective Writing I	3
FYE 100X	First Year Experience	4
Behavioral &	Social Science Gen Ed	3
	Credits	16
Spring		
ECO 111	Principles of Economics (Macro)	3
MAT 143	Brief Calculus	3
or	or Calculus I	
MAT 161	D	2
CSC 112 or	Programming & Data Science or Introduction to Geospatial	3
GEO 104	Technology and Analytics	
WRT 2XX	200-Level WRT Course	3
Humanities (		3
114111411111100	Credits	15
Year Two	Creatio	13
Fall		
ACC 201	Financial Accounting	3
ECO 112	Principles of Economics (Micro)	
	Timespies of Economics (where)	3
MGT 200	Principles of Management	3
MGT 200 SPK 208		
SPK 208 or	Principles of Management Public Speaking or Business and Professional Speech	3
SPK 208 or SPK 230	Principles of Management Public Speaking or Business and Professional Speech Communication	3
SPK 208 or	Principles of Management Public Speaking or Business and Professional Speech Communication Ed	3 3
SPK 208 or SPK 230	Principles of Management Public Speaking or Business and Professional Speech Communication	3
SPK 208 or SPK 230 Science Gen	Principles of Management Public Speaking or Business and Professional Speech Communication Ed Credits	3 3
SPK 208 or SPK 230 Science Gen Spring ACC 202	Principles of Management Public Speaking or Business and Professional Speech Communication Ed Credits Managerial Accounting	3 3 15
SPK 208 or SPK 230 Science Gen	Principles of Management Public Speaking or Business and Professional Speech Communication Ed Credits	3 3 15 3 3
SPK 208 or SPK 230 Science Gen Spring ACC 202	Principles of Management Public Speaking or Business and Professional Speech Communication Ed Credits  Managerial Accounting Legal Environment of Business Business Analytics I	3 3 15 3 3 3
SPK 208 or SPK 230 Science Gen  Spring ACC 202 BLA 201 ECO 251 PHI 101	Principles of Management Public Speaking or Business and Professional Speech Communication Ed Credits  Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy	3 3 15 3 3
SPK 208 or SPK 230 Science Gen  Spring ACC 202 BLA 201 ECO 251 PHI 101 or	Principles of Management Public Speaking or Business and Professional Speech Communication  Ed Credits  Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem	3 3 15 3 3 3
SPK 208 or SPK 230 Science Gen  Spring ACC 202 BLA 201 ECO 251 PHI 101 or PHI 150	Principles of Management  Public Speaking or Business and Professional Speech Communication  Ed  Credits  Managerial Accounting Legal Environment of Business Business Analytics I  Introduction to Philosophy or Critical Thinking and Problem Solving	3 3 15 3 3 3
SPK 208 or SPK 230 Science Gen  Spring ACC 202 BLA 201 ECO 251 PHI 101 or	Principles of Management Public Speaking or Business and Professional Speech Communication  Ed Credits  Managerial Accounting Legal Environment of Business Business Analytics I Introduction to Philosophy or Critical Thinking and Problem	3 3 15 3 3 3

Interdisciplin	ary Gen Ed	3
	Credits	15
Year Three		
Fall		
MKT 330	Consumer Behavior	3
ECO 351	Business Analytics II	3
FIN 325	Corporate Finance	3
MKT XXX	Marketing Elective	3
Arts Gen Ed		3
	Credits	15
Spring		
MKT 360	Marketing Research	3
MGT 313	Business and Society	3
MKT XXX	Marketing Elective	3
Diverse Com	munities Gen Ed	3
Free Elective		3
	Credits	15
Year Four		
Fall		
MKT 425	Marketing Strategy and Planning	3
MGT 341	Production and Operations Management	3
MKT XXX	Marketing Elective	3
PPA 500	Foundations of Public Service	3
PPA 501	Analysis and Decision Making I	3
	Credits	15
Spring		
MGT 499	Business Policy and Strategy	3
MKT XXX	Marketing Elective	3
MKT XXX	Marketing Elective	3
PPA 502	Analysis and Decision Making II	3
PPA 504	Public Human Resource Management	3
	Credits	15
	Total Credits	121

# Accelerated B.S. in Marketing to M.S. in Geography

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Course	Title	Credits
Year One		
Fall		
MAT 113 or MAT 115 or MAT 131	Algebra and Functions or Algebra, Functions, and Trigonometry or Precalculus	3
ECO 111	Principles of Economics (Macro)	3
WRT 120	Effective Writing I	3
FYE 100X	First Year Experience	4
Behavioral &	Social Science Gen Ed	3
	Credits	16
Spring		
ECO 112	Principles of Economics (Micro)	3
MAT 143 or MAT 161	Brief Calculus or Calculus I	3
CSC 112 or GEO 104	Programming & Data Science or Introduction to Geospatial Technology and Analytics	3
WRT 2XX	200-Level WRT Course	3

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Humanities (	Gen Ed	3
	Credits	15
Year Two		
Fall		
ACC 201	Financial Accounting	3
ECO 112	Principles of Economics (Micro)	3
MGT 200	Principles of Management	
SPK 208	Public Speaking	
or	or Business and Professional Speech	·
SPK 230	Communication	
Science Gen	Ed	3
	Credits	15
Spring		
MKT 250	Principles of Marketing	3
ACC 202	Managerial Accounting	
BLA 201	Legal Environment of Business	
PHI 101	Introduction to Philosophy	
or	or Critical Thinking and Problem	·
PHI 150	Solving	
or	or Introduction to Ethics	
PHI 180		
Interdisciplin	ary Gen Ed	3
	Credits	15
Year Three		
Fall		
MKT 330	Consumer Behavior	3
ECO 351	Business Analytics II	3
FIN 325	Corporate Finance	3
MKT XXX	Marketing Elective	
Arts Gen Ed	-	3
	Credits	15
Spring		
MKT 360	Marketing Research	2
MGT 313	Business and Society	
MKT XXX	Marketing Elective	
	munities Gen Ed	
GEO/PLN	Graduate Elective	
XXX	Gradatte Elective	
	Credits	15
Year Four		
Fall		
MKT 425	Marketing Strategy and Planning	
MGT 341	Production and Operations Management	
MKT XXX	Marketing Elective	
GEO/PLN	Graduate Elective	
XXX	Graduite Dicetive	
GEO/PLN	Graduate Elective	3
XXX	Cradatic Electro	•
	Credits	15
Spring		
MGT 499	Business Policy and Strategy	
MKT XXX	Marketing Elective	
MKT XXX	Marketing Elective	
GEO/PLN	Graduate Elective	
XXX	Cradatte Dictive	
Free Elective		
	Credits	15
	Total Credits	121
	Total Cleuits	141