

# B.S. IN MARKETING

*College of Business and Public Management*

## Curriculum

Code	Title	Credits
<b>GENERAL EDUCATION REQUIREMENTS</b> ( <a href="http://catalog.wcupa.edu/undergraduate/general-education-requirements/">http://catalog.wcupa.edu/undergraduate/general-education-requirements/</a> )		
<b>Academic Foundations</b>		
First Year Experience requirement		4
English Composition requirement		6-7
Mathematics requirement		3-4
Select one of the following: <sup>1</sup>		
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 requirement		3
Diverse Communities requirement		3
Ethics requirement		
MGT 313	Business and Society	
<b>Distributed Disciplinary Foundations</b>		
Science requirement		6-8
Select one of the following: <sup>3</sup>		
GEO 104	Introduction to Geospatial Technology and Analytics	
or CSC 112	Programming & Data Science	
Behavioral & Social Science requirement		6
ECO 111	Principles of Economics (Macro) <sup>1</sup>	
Humanities requirement		6
Select one of the following:		
PHI 101	Introduction to Philosophy	
PHI 150	Critical Thinking and Problem Solving	
PHI 180	Introduction to Ethics (Also satisfies Diverse Communities general education requirement.)	
Arts requirement		3
<b>ADDITIONAL BACCALAUREATE REQUIREMENTS</b> ( <a href="http://catalog.wcupa.edu/undergraduate/general-education-requirements/">http://catalog.wcupa.edu/undergraduate/general-education-requirements/</a> )		
<b>University Requirements</b>		
Writing Emphasis requirement		9
Speaking Emphasis requirement		9
SPK 208	Public Speaking	
or SPK 230	Business and Professional Speech Communication	
<b>Degree Requirements</b>		
Capstone requirement		1-15
<b>MAJOR REQUIREMENTS</b>		
<b>Pre-Business Requirements</b> <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	

MGT 200	Principles of Management	3
MKT 250	Principles of Marketing	3
<b>Business Core</b> <sup>1,5</sup>		
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
<b>Major Courses</b> <sup>1,5</sup>		
MKT 330	Consumer Behavior	3
MKT 360	Marketing Research	3
Five (5) additional 300-level or 400-level MKT courses, of which only one course can be MKT 460. <sup>1</sup>		15
<b>Student Electives</b>		
Complete 15 credits <sup>6</sup>		15
<b>Capstone Requirement</b>		
MKT 425	Marketing Strategy and Planning <sup>1,7</sup>	3
<b>Total Minimum Credits Required</b>		<b>120</b>

- <sup>1</sup> 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.
- <sup>2</sup> 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.
- <sup>3</sup> Internal/external transfer students who have already taken two approved general education science classes are exempt from CSC 112 or GEO 104.
- <sup>4</sup> 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
<b>Free Electives</b>			
GEO 502	Topical Seminar in Geography		3
GEO 506	Seminar in Physical Geography		3
GEO 507	Internet Applications of Geographic Information Systems		3

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
<b>Free Electives</b>		
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) (<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
<b>Year One</b>		
<b>Fall</b>		
MKT 250	Principles of Marketing	3

MAT 113	Algebra and Functions	3
or	or Algebra, Functions, and	
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**

<b>Spring</b>		
ECO 111	Principles of Economics (Macro)	3
MAT 143	Brief Calculus	3
or	or Calculus I	
MAT 161		
CSC 112	Programming & Data Science	3
or	or Introduction to Geospatial	
GEO 104	Technology and Analytics	
WRT 2XX	200-Level WRT Course	3
Humanities Gen Ed		3

**Credits 15**

<b>Year Two</b>		
<b>Fall</b>		
ACC 201	Financial Accounting	3
ECO 112	Principles of Economics (Micro)	3
MGT 200	Principles of Management	3
SPK 208	Public Speaking	3
or	or Business and Professional Speech	
SPK 230	Communication	
Science Gen Ed		3

**Credits 15**

<b>Spring</b>		
ACC 202	Managerial Accounting	3
BLA 201	Legal Environment of Business	3
ECO 251	Business Analytics I	3
PHI 101	Introduction to Philosophy	3
or	or Critical Thinking and Problem	
PHI 150	Solving	
or	or Introduction to Ethics	
PHI 180		
Interdisciplinary Gen Ed		3

**Credits 15**

<b>Year Three</b>		
<b>Fall</b>		
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**

<b>Spring</b>		
MKT 360	Marketing Research	3
MGT 313	Business and Society	3
MKT XXX	Marketing Elective	3
Diverse Communities Gen Ed		3
Free Elective		3

**Credits 15**

<b>Year Four</b>		
<b>Fall</b>		
MKT 425	Marketing Strategy and Planning	3

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

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

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
MKT 250	Principles of Marketing	3
MAT 113	Algebra and Functions	3
or	or Algebra, Functions, and	
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
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
ECO 111	Principles of Economics (Macro)	3
MAT 143	Brief Calculus	3
or	or Calculus I	
MAT 161		
CSC 112	Programming & Data Science	3
or	or Introduction to Geospatial	
GEO 104	Technology and Analytics	
WRT 2XX	200-Level WRT Course	3
Humanities Gen Ed		3
<b>Credits</b>		<b>15</b>
<b>Year Two</b>		
<b>Fall</b>		
ACC 201	Financial Accounting	3
ECO 112	Principles of Economics (Micro)	3
MGT 200	Principles of Management	3
SPK 208	Public Speaking	3
or	or Business and Professional Speech	
SPK 230	Communication	
Science Gen Ed		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
ACC 202	Managerial Accounting	3
BLA 201	Legal Environment of Business	3
ECO 251	Business Analytics I	3
PHI 101	Introduction to Philosophy	3
or	or Critical Thinking and Problem	
PHI 150	Solving	
or	or Introduction to Ethics	
PHI 180		

Interdisciplinary Gen Ed		3
<b>Credits</b>		<b>15</b>
<b>Year Three</b>		
<b>Fall</b>		
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
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
MKT 360	Marketing Research	3
MGT 313	Business and Society	3
MKT XXX	Marketing Elective	3
Diverse Communities Gen Ed		3
Free Elective		3
<b>Credits</b>		<b>15</b>
<b>Year Four</b>		
<b>Fall</b>		
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
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
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
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>121</b>

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

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
MAT 113	Algebra and Functions	3
or	or Algebra, Functions, and	
MAT 115	Trigonometry	
or	or Precalculus	
MAT 131		
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
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
ECO 112	Principles of Economics (Micro)	3
MAT 143	Brief Calculus	3
or	or Calculus I	
MAT 161		
CSC 112	Programming & Data Science	3
or	or Introduction to Geospatial	
GEO 104	Technology and Analytics	
WRT 2XX	200-Level WRT Course	3

Humanities Gen Ed	3
<b>Credits</b>	<b>15</b>
<b>Year Two</b>	
<b>Fall</b>	
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 Ed	3
<b>Credits</b>	<b>15</b>
<b>Spring</b>	
MKT 250 Principles of Marketing	3
ACC 202 Managerial Accounting	3
BLA 201 Legal Environment of Business	3
PHI 101 Introduction to Philosophy	3
or PHI 150 or Critical Thinking and Problem Solving	
or PHI 180 or Introduction to Ethics	
Interdisciplinary Gen Ed	3
<b>Credits</b>	<b>15</b>
<b>Year Three</b>	
<b>Fall</b>	
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
<b>Credits</b>	<b>15</b>
<b>Spring</b>	
MKT 360 Marketing Research	3
MGT 313 Business and Society	3
MKT XXX Marketing Elective	3
Diverse Communities Gen Ed	3
GEO/PLN Graduate Elective	3
XXX	
<b>Credits</b>	<b>15</b>
<b>Year Four</b>	
<b>Fall</b>	
MKT 425 Marketing Strategy and Planning	3
MGT 341 Production and Operations Management	3
MKT XXX Marketing Elective	3
GEO/PLN Graduate Elective	3
XXX	
GEO/PLN Graduate Elective	3
XXX	
<b>Credits</b>	<b>15</b>
<b>Spring</b>	
MGT 499 Business Policy and Strategy	3
MKT XXX Marketing Elective	3
MKT XXX Marketing Elective	3
GEO/PLN Graduate Elective	3
XXX	
Free Elective	3
<b>Credits</b>	<b>15</b>
<b>Total Credits</b>	<b>121</b>