

2017-2018 Business Administration: Marketing Concentration 4 Year Plan

*COM 101 and EN 102 are prerequisites for ALL 300 to 400 level courses.

Fall-Year 1, Credits: 16

BU 200	Introduction to Business (3)	<i>Prerequisites: None</i>
COM 101	Introduction to Communication (3)	<i>Prerequisites: None</i>
CIS 103	Computers and Application Software (3)	<i>Prerequisites: None</i>
CUH 100	First Year Experience (1)	<i>Prerequisites: None</i>
EN 101	Introduction to Expository Writing (3)	<i>Prerequisites: None</i>
MA 103	College Algebra (3)	<i>Prerequisites: MA 102 or placement</i>

Spring-Year 1, Credits: 16

BU 224	Applied Business Statistics (3)	<i>Prerequisites: MA 103</i>
EN 102	Expository Writing (3)	<i>Prerequisites: EN 101 or placement</i>
History Course - Any 100 to 200 level course (3)		<i>Prerequisites: None</i>
Natural Science course including lab (4)		<i>Prerequisites: None</i>
Philosophy Course - PH 100, 103, or 105 (3)		<i>Prerequisites: None</i>

Fall-Year 2, Credits: 16

AC 201	Principles of Accounting I (3)	<i>Prerequisites: MA 103</i>
EC 201	Principles of Macroeconomics (3)	<i>Prerequisites: None</i>
Behavioral Science Course (3)		<i>Prerequisites: None</i>
English Literature Course – EN 201, 255, 256, or 280 (3)		<i>Prerequisites: EN 102</i>
Natural Science course including lab (4)		<i>Prerequisites: None</i>

Spring-Year 2, Credits: 15

AC 202	Principles of Accounting II (3)	<i>Prerequisites: AC 201</i>
EC 202	Principles of Microeconomics (3)	<i>Prerequisites: MA 103 or equivalent</i>
BU 324	Quantitative Methods in Business (3)	<i>Prerequisites: BU 224, MA 103</i>
Fine or Performing Arts Course (3)		<i>Prerequisites: None</i>
Religion Course- RE 103, 205, or 211 (3)		<i>Prerequisites: None</i>

Fall-Year 3, Credits: 15

MKT 301	Principles of Marketing (3)	<i>Prerequisites: EC 201 or 202</i>
FIN 301	Principles of Finance (3)	<i>Prerequisites: AC 201</i>
MGT 305	Management of Information Resources (3)	<i>Prerequisites: BU 200, CIS 103</i>
Religion – Any 300 level course (3)		<i>Prerequisites: RE 100 to 200 level</i>
300 to 400 level elective course outside the major (3)		<i>Prerequisites: Varies</i>

Spring-Year 3, Credits: 15

BU 308	Professional Writing and Presentation (3)	<i>Prerequisites: None</i>
MKT 436	Marketing Globally (3)	<i>Prerequisites: MKT 301</i>
MGT 306	Management of Human Resources (3)	<i>Prerequisites: BU 200</i>
Global Awareness Course (3)		<i>Prerequisites: Varies</i>
300 to 400 level elective course outside the major (3)		<i>Prerequisites: Varies</i>

Fall-Year 4, Credits: 16

BU 362	Legal and Ethical Issues in Business (3)	<i>Prerequisites: None</i>
BU 416	Career Development (3)	<i>Prerequisites: BU 308</i>
BU 469	Business Strategy (3)	<i>Prerequisites: BU 200, AC 202, EC 201, EC 202, FIN 301, MKT 301, MGT 306 and BU 308.</i>
Interdisciplinary Course (3)		<i>Prerequisites: Varies</i>
MKT/COM 437/L Consumer Research (4)		<i>Prerequisites: MKT 301</i>

Spring-Year 4, Credits: 15

BU 470	Senior Field Experience (3)	<i>Prerequisites: BU 469</i>
MGT 407	Operations Management (3)	<i>Prerequisites: AC 201, BU 324, EC 202, FIN 301</i>
300 to 400 level elective course outside the major (3)		<i>Prerequisites: Varies</i>
MKT/COM 440 Marketing Strategy		<i>Prerequisites: MKT 301, COM 437/L, & Senior standing</i>
MKT Major Elective* (3)		<i>Prerequisites: Varies</i>

*MKT Major Elective Courses:

Choose one of the following: MKT/COM 431, MKT 432, COM 360

Students who enter the agreement for the four year guarantee are responsible for the following:

- Declare a major with Academic Advising by the beginning of your second year
- Maintain at least a 2.0 cumulative GPA
- Pass pre-major and prerequisite courses with a grade of C or higher on the first attempt
- Complete course work as recommended by this plan each year for four years and meet all checkpoints. Some majors may require summer classes in order to finish in four years.
- Meet with your assigned advisor prior to registration each term to review your progress. Utilize the program evaluation degree audit tool available via the Chaminade University portal. Pay special attention to requirements that may be offered only once per year.
- Clear any holds on your account prior to the beginning of the registration period and enroll in classes within the first week of eligibility during the registration period.
- Accept any available course section that can be accommodated in your schedule of classes.
- Complete your clearance for graduation with your faculty advisor at the beginning of your fourth year.
- Notify your faculty advisor if you are unable to register for a required course in your major or for graduation.

General Education Requirements

Behavioral Science

Choose any one of the following or CLEP II: AN 200, CJ 201, ENV 100, PSY 101, or SO 200

Fine or Performing Arts

Choose any one of the following or CLEP IV: AR 101, 103, 111, 201, 202, 250, 255; EID 216, PAR 100, 101, 102, 201, 205, 208, 210

Global Awareness

Choose any one of the following OR second semester of a Foreign Language:

AN 340, 341, 350, 357; COM 310; EN 305, 422; GE 324; HI 443, 450, 452; HI/POL 344, 419, 438, 439, 442, 444, 451, 453, PH 475; PSY 436, 475, 476, 477, 478, 479; RE 357, 359, 365, 450, 460, 461, 469, 471, 472, 475, 476, 477, 478; SO 331, 401

Mathematics

Requirement varies based on major. MA 103

Natural Sciences

Any two courses with accompanying labs OR one course with lab AND CLEP III.

Social Sciences

Choose any one of the following: EC 201 Principles of Macroeconomics

Interdisciplinary

Choose any one of the following: CJ/RE 435, COM/RE 433, EID/ENV 384, EN 307, ENV/RE 431, GE/EID 335, HI/POL 305, HI/POL 324, HI/POL 419, HI/POL 438, HI/POL 439, HI/POL 442, HI/POL 444, HI/RE 322, NUR/RE 371, PH/RE/SO 305, PH/SO 360, PH/RE 425, PH/PSY 471, PH/PSY/RE 475, PSY/RE 476, PSY/RE 477, PSY/RE 478, PH/PSY/RE 463, RE/PH 473, PH/RE/SO 338

Natural Science Courses for Non-Science Majors

Biology: BI 101/L, BI 103/L, BI 110/L, BI 115/L, BI 131/L

Chemistry: CH 102/L, CH 103/L

Environmental Studies: ENV 115/L, ENV 201/L, ENV 202/L

Physics: PHY 130/L, PHY 150/L

Graduation Requirements:

- Satisfied all core curriculum requirements including nine credits of upper division course work outside the disciplines required for the declared major and the interdisciplinary course
- Satisfied all requirements for the major discipline
- Completed a minimum of 45 upper division credits
- Achieved a minimum GPA of 2.0 (some majors may require a higher GPA)
- Completed at least 30 semester hour credits in residence, including a least half of the credits in the major discipline
- Completed at least 120 semester hours