

## Bachelor of Science – Marketing

IUP courses are offered on a rolling basis and the starting sequence may differ depending on the semester of enrollment. *IUP courses are in italics*

		Credits
<b>First Semester</b>		
ACC 155	Accounting I	3
BUS 158	Principles of Management	3
ENG 161	College Writing	3
PSY 160	General Psychology	3
CPT 150	Microcomputer Concepts	3
PDV 101	First Year Seminar <sup>i</sup>	<u>1</u>
	TOTAL	16
<b>Second Semester</b>		
ACC 156	Accounting II	3
BUS 245	Principles of Marketing	3
ECN 255	Macroeconomics	3
ENG 164	Advanced Composition	3
BUS 244 or MTH 160	Business Statistics or Introduction to Statistics	<u>3</u>
	TOTAL	15
<b>Third Semester</b>		
BUS 250 or MTH 172	Calculus for Business or Analytical Geometry & Calculus I <sup>ii</sup>	3/4
BUS 205	Business Law I	3
ECN 256	Microeconomics	3
PHIL 155/160/161/165 or REL 171	Introduction to Logic or Introduction to Philosophy or Introduction to Ethics or Social Ethics or World Religions	3
POL 156 or SOC 255	Modern Political Systems or Cultural Anthropology	<u>3</u>
	TOTAL	15 - 16
<b>Fourth Semester</b>		
ENG 257 or SPC 155	Effective Speech	3
FIN 220	Business Finance <sup>iii</sup>	3
BIO/CHM/PHYS/EPS	Science <sup>iv</sup>	3/4
HIS 155/156/255/256/257	Early Western Civilization or Modern Western Civilization or Early US & PA History or Modern US & PA History or The World in the 20 <sup>th</sup> Century	3
ART 155/156 or MUS 155 or ENG/THR 159	Introduction to Art History or World Art Survey or Music Listening: A Survey or Introduction to Theater	3
	TOTAL	15 - 16
<b>Fifth Semester</b>		
BIO/CHM/PHYS/EPS	Science with Lab	4
BUS 288	Business Analytics <sup>v</sup>	3
FIN 155 or HPE 156 or HPE 157	Personal Finance or Health and Physical Education or Perspectives in Health	3
ENG 255/256/258	Introduction to Literature or 20 <sup>th</sup> Century Literary Themes or Survey of World Literature	3
_____	Free Elective	<u>1</u>
	TOTAL	14
<b>Sixth Semester</b>		
<i>MKTG 321</i>	<i>Consumer Behavior</i>	3
<i>MKTG 421</i>	<i>Marketing Research</i>	3
<i>BCOM 321</i>	<i>Business Communications</i>	3
<i>MGMT 330</i>	<i>Production and Operations Management</i>	3
<i>QBUS 215</i>	<i>Business Statistics</i>	<u>3</u>
	TOTAL	15

**Seventh Semester**

<i>MKTG</i>	<i>Elective</i>	3
<i>MKTG</i>	<i>Elective</i>	3
<i>MKTG</i>	<i>Elective</i>	3
<i>FIN 310</i>	<i>Finance</i>	3
<i>IFMG 300</i>	<i>Information Systems</i>	3
	<b>TOTAL</b>	<b>15</b>

**Eighth Semester**

<i>MKTG 450</i>	<i>Marketing Strategy (graduating senior)</i>	3
<i>MKTG</i>	<i>Elective</i>	3
<i>MKTG</i>	<i>Elective</i>	3
<i>MKTG</i>	<i>Elective</i>	3
<i>MGMT 495</i>	<i>Business Policy – capstone course (graduating senior)</i>	<u>3</u>
	<b>TOTAL</b>	<b>15</b>

**IUP Credits** **45**

**WCCC Credits** **75**

**Total WCCC and IUP Credits** **120**

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<sup>i</sup> PDV 101 may be used as a free elective.

<sup>ii</sup> Remedial math courses may need to be taken; 1 credit of free electives may not be available to students who take MTH 172 (4 credits)

<sup>iii</sup> FIN 228 may be used as a free elective

<sup>iv</sup> 1 credit of free electives may not be available to students who take Science with lab (4 credits)

<sup>v</sup> BUS 288 may be used as a free elective