**ACADEMIC PLANNING GUIDE - BUSINESS: MARKETING**

Effective with 2018-2019 Catalog

### MAJOR REQUIREMENTS

**Required Semester Hours for B.S.:** 64 semester hours (plus internship hours) + 14 prerequisite semester hours

#### 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
- BSE 3040: Web Technologies & E-Commerce (4)

#### Required Core Courses: 64 semester hours, plus internship hours

- BSE 2110: Financial Accounting (4)
- BSE 2120: Managerial Accounting (2)
- BSE 2211: Principles of Macroeconomics (4) - meets Culture & Society Requirement
- BSE 2212: Principles of Microeconomics (4)
- BSE 2310: Foundations of Finance (4)
- BSE 2510: Operations Management & Information Technology (4)
- BSE 2520: Business Law (2)
- BSE 2540: Business Communication (2)
- BSE 2610: Foundations of Marketing (4) - meets Writing Intensive Course Requirement
- BSE 2620: Introduction to Advertising (2)
- BSE 3510: Public Relations & Corporate Comm (2)
- BSE 3520: Principles of Management & Leadership (4) - meets Research Writing Course Requirement
- BSE 3610: Marketing Research and Consumer Behavior (4)
- BSE 3620: Integrated Marketing Comm Strategy (4)
- BSE 3630: Marketing Channels and Supply Chain Management (2)
- BSE 3650: International Marketing (2)
- BSE 3660: Principles of Professional Selling (4)
- BSE 3670: Intro to Interactive Marketing (4)
- BSE 4520: Strategic Management (4)
- BSE 4970: Internship (1-8), outside work experience may be substituted for internship
- NONP 2710: Introduction to Nonprofit Leadership and Management (2)

**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.
- Students are required to complete an internship (BSE 4970) or to provide documentation of other work experience.
- 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](http://www.northpark.edu/Academics/Undergraduate-Studies/Core-Curriculum)

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<td>Interdisciplinary integration of skills and knowledge applied to contemporary social issues</td>
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**Keystone Seminar (4sh)**

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

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