

Plymouth State College CURRICULUM PLANNING GUIDE with APPLICATION of TRANSFER CREDIT

BS MARKETING 2001-2002

Student _____
 SS# _____
 Enrollment Date _____

Total semester hours required: 124.5
 Total semester hours transferred: _____

PSC Requirements	Credits	GenEd	Transfer Course (title)	Credits	To Be Taken
BU 110 Business Computer Applications	3				
BU 115 Financial Accounting	4				
BU 226 Management Accounting	4				
BU 229 Organizational Communications	3	Writing not transferable			
BU 245 Principles of Marketing	3				
BU 248 Business Law	3				
BU 316 Selling Techniques	1.5				
BU 321 Financial Management	3				
BU 323 Sales Management	3				Springs
BU 324 Information Technology	3				
BU 330 Operations Management	3				
BU 334 Consumer Behavior	3				
BU 336 Marketing Research	3				
BU 337 Advertising/Promo Management	3				
BU 342 Organizational Behavior	3				
BU 422 Administrative Policy	3				
BU 425 Marketing Management	3				
BU Business 300/400 level elective	3				
EC 255 Macroeconomics	3	SP			
EC 256 Microeconomics	3	SP			
EC 358 Managerial Statistics	3	UL			
MA 220 Finite Mathematics	3	M or Q			
MA 230 Statistics I	3	M or Q			
PS 201 Intro to General Psychology	3	SP			
SO 222 Intro to Sociology	3	SP			
EN 120 Composition	3				
IS 101 Introduction Academic Community	1	transfers (24+ credits) do Computer/Library Skills			
PE Physical Education activities	2				
F Fine and Performing Arts	3				
G Global Perspective	3				
H Historical Perspective	3				
L Literary Perspective	3				
P Philosophical Perspective	3				
S Scientific Perspective	3				
S-Lab Scientific Perspective	4				
T Technological Perspective	3				
Integrative Component	3		must be taken at PSC		
Upper-division Requirement (not BU)	6 or				
or Academic Minor	15-32				
Electives	9 or 0				

Students are encouraged to take a foreign language to satisfy the **Global** Perspective. **Scientific** Perspectives must be completed by either taking courses in two different disciplines and taking a **S-Lab** with one of those courses, or by taking two consecutive semesters of lecture and one semester of lab in a year-long science course. **Upper-division** Requirement is completed outside the major discipline. Neither the **Writing** course nor the **Integrative** Component can be satisfied with transfer credit; they must be taken at Plymouth. 2.20 major GPA required.