

Plymouth State College CURRICULUM PLANNING GUIDE with APPLICATION of TRANSFER CREDIT

BS MARKETING 2002-2003

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				
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.