

Plymouth State University CURRICULUM PLANNING GUIDE with APPLICATION of TRANSFER CREDIT

BS MARKETING 2004-2005

Student: _____

Student ID: _____

Enrollment Date: _____

Total semester hours required: 122

Total semester hours transferred: _____

Plymouth Requirements		Credits	GenEd	Transfer Course (title)	Credits	To Be Taken
BU 1100	Business Computer Applications	3				
BU 1150	Financial Accounting	4				
BU 2260	Management Accounting	4				
BU 2290	Organizational Communications	3	Writing not transferable			
BU 2450	Principles of Marketing	3				
BU 2480	Business Law	3				
BU 3210	Financial Management	3				
BU 3240	Information Technology	3				
BU 3300	Operations Management	3				
BU 3340	Consumer Behavior	3				
BU 3360	Marketing Research	3				
BU 3420	Organizational Behavior	3				
BU 4220	Administrative Policy	3				
BU 4250	Marketing Management	3				
BU	Marketing elective **	3				
BU	Marketing elective **	3				
BU	Marketing elective **	3				
EC 2550	Macroeconomics	3	SPSY			
EC 2560	Microeconomics	3	SPSY			
EC 3580	Managerial Statistics		UPPR			
MA 2200	Finite Mathematics	3	MATH or QUAN			
BU 2240	Business Statistics	3	QUAN			
MA 2300	Statistics I		MATH or QUAN			
EN 1200	Composition	3				
IS 1111	The First Year Seminar	3				
ARTS	Fine and Performing Arts	3				
GLOB	Global Perspective	3				
HIST	Historical Perspective	3				
LITY	Literary Perspective	3				
PHIL	Philosophical Perspective	3				
SCIE	Scientific Perspective	3				
SLAB	Scientific Lab Perspective	4				
SPSY	Social and Psychological (not EC) *	3				
TECH	Technological Perspective	3				
INTG	Integrative Component	3	Must be taken at Plymouth			
Upper-division Requirement (not BU)		6 or				
or Academic Minor		15-32				
Electives		11 or 2-0				

* PS 2010 or SO 2220 recommended.

** Marketing electives: BU 3050, BU 3230, BU 3320, BU 3370, BU 3600, BU 4440, BU 4600, BU 4910

Students are encouraged to take a foreign language to satisfy the **Global** Perspective. **Scientific** Perspectives must be completed either by taking courses in two different disciplines and taking a **SLAB** 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.