

Plymouth State University CURRICULUM PLANNING GUIDE with APPLICATION of TRANSFER CREDIT

BS MARKETING 2011-2012

Student: _____
 Student ID: _____
 Enrollment Date: _____

Option: **Public Relations**
 Total semester hours required: 120
 Total semester hours transferred: _____

Plymouth Requirements	Credits	Gen Ed	Transfer Course (Title)	Credits	To Be Taken
BU 1100 Business Computer Applications	3	TECO			
BU 1150 Financial Accounting	4				
BU 2260 Management Accounting	4				
BU 2290 Organizational Communications	3	WRCO			
BU 2450 Principles of Marketing	3				
BU 2480 Business Law	3				
BU 3210 Financial Management	3				
BU 3240 Information Technology	3				
BU 3280 Professional Selling Skills I	3				
BU 3300 Operations Management	3				
BU 3310 Business and the Media	3				Falls
BU 3340 Consumer Behavior	3				
BU 3350 Event Marketing	3				
BU 3360 Marketing Research	3				
BU 3420 Organizational Behavior	3	DICO			
BU 3600 Corporate Public Relations	3				
BU 4220 Administrative Policy	3	INCO			
<i>Public Relations elective -</i>	3	Complete one of the following:			
BU 3370 Advertising & Promotion Management					
BU 4600 Business Internship (min. 3 credits)					
CM 3500 Media Effects					
EN 3670 Journalism					Springs
EC 2550 Macroeconomics	3	GACO			
EC 2560 Microeconomics	3				
<i>Math Foundations -</i>	3	Complete one of the following:			
MA 2200 Finite Mathematics		MATH			
MA 2490 Applied Calculus I		MATH			
MA 2550 Calculus I		MATH			
<i>Quantitative Reasoning in the Discipline Connection -</i>	3	Complete one of the following:			
BU 2240 Business Statistics		QRCO			
MA 2300 Statistics I		QRCO			
EN 1200 Composition	3				
IS 1111 The First Year Seminar	3	Transfers entering with 24+ credits are excused from IS 1111.			
CTDI Creative Thought Direction	3				
CTDI Creative Thought Direction	3				
PPDI Past and Present Direction	3				
PPDI Past and Present Direction	3				
SIDI Scientific Inquiry Direction	3-4				
SIDI Scientific Inquiry Direction	3-4				
SSDI Self and Society Direction	3				
SSDI Self and Society Direction	3				
WECO Wellness Connection	3				
Electives	19-17				