

Plymouth State University CURRICULUM PLANNING GUIDE with APPLICATION of TRANSFER CREDIT

BS MARKETING 2014-2015

Student: _____
 Student ID: _____
 Enrollment Date: _____

Option: **Integrated Marketing Communications**
 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 1152 | Financial Accounting | 3 | | | | |
| BU 2262 | Management Accounting | 3 | | | | |
| 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 3340 | Consumer Behavior | 3 | | | | |
| BU 3360 | Marketing Research | 3 | | | | |
| BU 3370 | Branding & Marketing Communication | 3 | | | | |
| BU 3420 | Organizational Behavior | 3 | DICO | | | |
| BU 4220 | Strategic Management | 3 | INCO | | | |
| BU 4250 | Marketing Management | 3 | | | | |
| BU 4440 | Global Marketing | 3 | | | | |
| <i>Integrated Marketing Communications Elective -</i> | | 3 | Complete one of the following: | | | |
| BU 3050 | Special Topics in Marketing | | | | | |
| BU 3320 | E-Commerce | | | | | |
| BU 3350 | Event Marketing | | | | | |
| BU 3450 | Sports Marketing | | | | | |
| BU 4600 | Business Internship (min. 3 credits) | | | | | |
| 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 | | 21-19 | | | | |