

# Major: Marketing

## Suggested Four-Year Major Plan (Academic Year 2016-2017)

The Suggested Four-Year Major Plan is a guide to help Caldwell University students complete their graduation requirements within four years. It is a suggested framework which builds upon the core curriculum as well as the required and elective courses within a student's major. This suggested plan does not include developmental courses. Should developmental courses be required, students will need to work with their Academic Advisor to include those additional courses; this may delay graduation in four years. Students should always meet with their Academic Advisor to further individualize their academic plans and confirm the availability of courses and course sequencing. The following credits below include the minimum required courses and credits needed to graduate. Students enrolled as full-time status may take 12-18 credits a semester.

**NOTE:** This suggested Four-Year Major Plan applies to students who matriculated during the 2016-2017 academic year.

First Year					
Fall Semester	CR	✓	Spring Semester	CR	✓
Core: FS 189 – Freshman Seminar (Freshmen only)	1		BU 110 – Business Communications	3	
Core: EN 111 – College Writing* (or EN 320 by placement)	3		BU 105 – Contemporary Business	3	
Core: MA 112 – Concepts of Mathematics (or college-level math by placement)	3		Core: Fine Arts – Art or Music	3	
Core: CS 115 – Essential Computer Skills (or elective/core)	3		Core: HI 101 – Roots of the West <b>or</b> HI 102 – The Shaping of the West	3	
Core: Social Science	3		Core: TH 102 – Introduction to Catholic Theology	3	
Core: Modern Language Core – SP/FR/AS/IT	3				
<b>Total:</b>	16		<b>Total:</b>	15	

Second Year					
Fall Semester	CR	✓	Spring Semester	CR	✓
BU 211 – Accounting I	3		BU 212 – Accounting II	3	
CS 219 – Business Spreadsheet Applications	3		BU 260 – Principles of Management	3	
BU 221 – Marketing	3		BU 208 – Introduction to International Business	3	
Core: CO 230 – Communication Skills (or DR 102, 103, 104)	3		Core: Literature – EN XXX	3	
Core: PH 102 – Introduction to Philosophy	3		Enriched Core Cluster – (Ethical Inquiry/Global Awareness/Catholic & Dominican)	3	
<b>Total:</b>	15		<b>Total:</b>	15	

Third Year					
Fall Semester	CR	✓	Spring Semester	CR	✓
Core: Social Science – BU 205: Principles of Economics I	3		BU 210 – Principles of Economics II	3	
BU 360 – Advertising	3		BU 416 – Selling and Sales Management	3	
BU 347 – Public Relations	3		BU 305 – Introduction to Statistics <b>or</b> MA 207 – Application of Statistics	3	
Enriched Core Cluster – (Ethical Inquiry /Global Awareness/Catholic & Dominican)	3		Enriched Core Cluster – (Ethical Inquiry /Global Awareness/Catholic & Dominican)	3	
Core: Biological or Physical Science	3		Elective	3	
<b>Total:</b>	15		<b>Total:</b>	15	

Fourth Year					
Fall Semester	CR	✓	Spring Semester	CR	✓
BU 337 – Principles of Finance	3		BU 420 – Ethical Business Strategy	3	
BU 425 – Consumer Research and Product Innovation	3		BU 471 – Marketing Management	3	
BU 350 – Legal Environment of Business I	3		Electives**	8	
CS 285 – Fundamentals of MIS	3				
Elective	3				
<b>Total:</b>	15		<b>Total:</b>	14	

\*A second writing intensive (WI) course is required. Students are recommended to complete it before the end of their fourth semester. Students who transfer to Caldwell with a minimum of 30 credits will have their second WI course waived.

\*\*Remaining credits should be determined based on meeting the minimum graduation credits in consultation with the student's Academic Advisor.

**Total Credits Required (minimum): 120 credits**

**GPA: 2.0**

**Minimum Grade in Major Courses: C**

## Bachelor of Science in Marketing

COURSE		CR/	TAKEN		REPEATED		PREREQ
NO	TITLE	TR	SEM/YR	GRADE	SEM/YR	GRADE	
BU 105	*Contemporary Business	3					
BU 110	Business Communications	3					CS 115
BU 205	**Principles of Economics I	3					MA 112 OR equiv.
BU 208	Introduction to International Business	3					
BU 210	Principles of Economics II	3					BU 205
BU 211	Accounting I	3					MA 112 OR equiv.
BU 212	Accounting II	3					BU 211
CS 219	Business Spreadsheet Applications	3					CS 115, MA 112 OR equiv.
BU 221	Marketing	3					CS 115
BU 260	Principles of Management	3					
CS 285	Fundamentals of MIS	3					CS 219
BU 305	Introduction to Statistics or MA207	3					CS 219, MA 112 OR equiv.
BU 337	Principles of Finance	3					BU 210, BU 212, BU 305/MA 207
<b>BU 347</b>	<b>Public Relations</b>	<b>3</b>					<b>BU 221</b>
BU 350	Legal Environment of Business I	3					
<b>BU 360</b>	<b>Advertising</b>	<b>3</b>					<b>BU 221</b>
<b>BU 416</b>	<b>Selling and Sales Management</b>	<b>3</b>					<b>BU 221, BU 260</b>
BU 420	Ethical Business Strategy	3					Senior Status, BU 221, BU 260, BU 337
<b>BU 425</b>	<b>Consumer Research &amp; Prod. Innovation</b>	<b>3</b>					<b>BU 221</b>
<b>BU 471</b>	<b>Marketing Management</b>	<b>3</b>					<b>Senior Status, BU 337, BU 347, BU 360, BU 416, BU 425</b>
	<b>TOTAL</b>	<b>57</b>					
BU 487	Internship (Encouraged)						
*BU 105 IS REQUIRED FOR STUDENTS ENTERING THE PROGRAM FALL 2015 OR LATER							
**BU 205 IS COUNTED AS PART OF THE LIBERAL ARTS AND SCIENCES CORE							