



B.S. IN BUSINESS ADMINISTRATION: Marketing (129 credits min.)

Name: _____ ID# _____ TERM ENTERED: _____

Address: _____ NF _____ NT _____

Home Phone: (____) _____ - _____ Cell Phone: (____) _____ - _____ E-mail: _____

Credits Remaining: _____ Transfer Credit: Awarded: _____ Applied: _____ Official / Unofficial (circle)

Deficiencies: Lang. 1 2 Math 1 2

I'm interested in the 5-year Accelerated BA/MBA program (ABU) _____ 3.0 major & overall GPAs req'd to apply

COLLEGE CORE CURRICULUM – 48 CREDITS				
AREA	COURSE	TERM	GR	CR
LANGUAGE/LITERATURE (6 credits required in one subject area) LANG 1,2,3,4,11,12 (French, German, Italian, Spanish, Hebrew, Japanese, Russian) ENG 7, 8				
HISTORY/PHILOSOPHY (6 credits required in one area) HIS 1, 2, 3, 4 PHI 8, 13, 25, 26				
ECONOMICS (6 credits required) ECO 11, 12 Macroeconomics & Microeconomics	ECO 11 Macroeconomics			
	ECO 12 Microeconomics			
SOCIAL SCIENCES (6 credits required in one subject area) PSY 1, 2**(Psychology); SOC 1,2(Sociology) ANT 1,2 (Anthropology); GGR1,2(Geography)				
LABORATORY SCIENCE (8 credits required in one area) BIO 1, 2; 7, 8 CHM 1,2; GLY 1,2 AST(PHY) 9,10; PHY 11,12 PSY 3,4**; ERS 1,2				
FINE ARTS (6 credits required, maximum of 3 in one area) ART 1, 101; CMA 9; DAN 1, 8; CIN 11; THE 1, 42; MUS 1, 2				
MATH (3 credits required) MTH 5 (MTH 4 or Placement) Finite Math	MTH 5			
INTRO TO COLLEGE (1 credit required)	COLL 101			

Students may take either PSY 1,2 or PSY 3,4 but **NOT both

BUSINESS ADMINISTRATION REQUIREMENTS			
COURSE (PRE-REQ.)	TERM	GR	CR
ACC 11 Accounting Principles I			3
ACC 12 (ACC 11) Accounting Principles II			3
FIN 11 (ACC 11) Corporation Finance			3
FIN 12 (FIN 11) Corporate Financial Policy WAC			3
MKT 11 Marketing Principles & Practices WAC			3
MKT 14 (MKT 11) Consumer Motivation WAC			3
LAW 13 Legal Environment of Business			3
MAN 11 Principles of Management			3
MAN 12 (MAN 11) Organization Behavior			3
MAN 16 (FIN 11, MAN 11 & 18, MKT 11, Jr Status) Business Communication WAC			3
MAN 18 Business Information Processing			3
MAN 71 (MAN 11 & 18, MKT 11, FIN 11 & Sr Status) Business Policy			3
QAS 20 (ECO 72) Business Statistics			3
BUSINESS ELECTIVES (9 credits)			
			3
			3
			3
MARKETING CONCENTRATION (15 credits)			
MKT 51 (MKT 11, QAS 20) MKT Research			3
MKT 81 (MKT 51, Sr. Status) MKT Seminar			3
MKT ELECTIVE			3
MKT ELECTIVE			3
MKT ELECTIVE			3
TOTAL 63 credits			
ADDITIONAL LIBERAL ARTS REQUIREMENTS (18 credits)			
ECO 72 Statistics			3
MTH 6 (MTH 4 or Placement) Calculus			3
POL 2 Intro to POL: American Nat'l Gov.			3
LIBERAL ARTS ELEC./MTH 4			3
LIBERAL ARTS ELEC.			3
LIBERAL ARTS ELEC.			3
EEE 1 (required by all students in CO-OP)			0

***All transfer students MUST complete at least 32 credits in business {9 in concentration} at C.W. Post in order to graduate.**

Writing Across the Curriculum (“WAC”) Requirement:
Prior to graduation, ALL students must complete ENG 1 & 2 plus;
Freshmen: 3 WAC courses (total 5 WAC)
Transfers: 0-59 crs. 3 WAC courses (total 5 WAC); **60-89 crs.** 2 WAC courses (total 4 WAC); **90+ crs.,** 1 WAC course (total 3 WAC)

COMPETENCIES						
AREA	EXAM	WRKS	COURSE	TERM	GR	CR
WRITING ENG 1, 1F, 1P, 1S ENG 2, 2F, 2P						3
						3
COMPUTER						
ORAL						
LIBRARY						

G.P.A. REQUIREMENTS: 2.0 OVERALL, 2.5 MAJOR