



Bachelor of Science in Business

Marketing and Advertising

Degree Course Requirements

I. General Education Program

[ECC Course numbers are in brackets, **old course numbers in RED**]

English Composition I (3 hrs)

[ENG101 **EN1223**]

English Composition II (3 hrs)

[ENG102 **EN1333**]

Communication Skills (3 hrs)

[COM101 or COM110 **CT1003 or CT1103**]

EN305 Expository (3 hrs)

Analytical Skills

MA103 College Algebra (3 hrs)

[MTH160 **MT1403**]

MA105 Statistics (3 hrs)

[MTH150 **MT2103**]

BU225 Computer Application in Business (3 hrs)

Humanities/fine arts

Three Courses from the following: *Fine Arts, Literature, Philosophy, Religion*

(If no AA, take RL122 from CMU) (3 hrs)

[REL103 **RL1303**]

(If no AA, EN222 from CMU) (3 hrs)

Social Sciences

Civics Requirement (3 hrs)

[Any history or political science with constitution]

EC201 Macroeconomics (3 hrs)

[ECO101 **EC2103**]

EC202 Microeconomics (3 hrs)

[ECO102 **EC2203**]

Natural & Physical Sciences

Two science courses (7-8 hrs) (One must include a Lab)

II. Professional Program

AC201 Principles of Accounting I (3 hrs)

[ACC102 **AC1023**]

AC202 Principles of Accounting II (3 hrs)

[ACC110 **AC1043**]

BU110 Intro to Business (3hrs)

[BUS101 **BU1003**]

BU480 Business Major Readings (3 hrs)

BU341 Business Law Contracts (3 hrs)

[BUS233 **BU2033**]

MG354 Principles of Management (3 hrs)

[BUS111 **BU1053**]

MK330 Marketing (3 hrs)

[BUS151 **BU1013**]

MK339 Sales Management (3 hrs)

MK366 Advertising (3 hrs)

MK378 Market Research (3 hrs)

MK430 Strategic Marketing (3 hrs)

TWO of the following:

BU228 Electronic Commerce

BU368 Internship (3 hrs)

BU342 Business Law Commercial (3 hrs)

CS214 Website Design (3 hrs)

CT courses (201, 230, 265, 306, 330, 345 and 386)

MG356 Human Resource Management (3 hrs)

PY324 Social Psychology (3 hrs) [PY101 or SO101 prerequisite]

Additional Degree Requirements

- Minimum of 36 upper division hours (300+)
- 15 hours of upper division in major
- 124 total credit hours (30 of the last 36 hours must be CMU)
- Overall GPA of 2.0 or higher