COLLEGE OF CHARLESTON
Academic Requirements
School of Business and Economics
B.S. in Business Administration
(Marketing Concentration)
2006-2007 Undergraduate Catalog

PLEASE NOTE: *Check the current Undergraduate Catalog for additional information and restrictions.*

- - - - - - - - - - - - GENERAL EDUCATION REQUIREMENTS - - - - - - - - - - - -

SPECIFIC HOURLY REQUIREMENTS MUST BE MET IN EACH OF 7 LIBERAL ARTS AREAS.

A. English Composition (6 hrs): 101_____ 102_____

B. History Requirement (6 hrs): Either HIST 101____ **and** HIST 102____,

OR HIST 103____ **and** HIST 104____

C. Natural Science Sequence (8 hrs): _____ _____

_____ _____

(Choose 1 discipline - PHYS 129/130 [Astronomy]; BIOL; CHEM; GEOL; PHYS)

D. Math/Logic Requirement (6 hrs): choose from MATH 103-545; HONS 215.

_____ _____

Major Requirements: MATH 104/250 ____ MATH 105/120 ____

E. Foreign Language Requirement (foreign language through the 202/250):

_____ _____ _____ _____

F. Humanities Requirement (12 hours with a maximum of 6* hours from any one area): (English or American Literature; Art History; Music [non-Studio]; Theatre [non-Studio]; History **[now including either 101 & 102 or 103 & 104 when not used to fulfill the general education requirement in history];** Foreign Literature; Philosophy **[except 215/216]**; Religious Studies; Interdisciplinary Humanities).

***NOTE:** More than 6 hours can be taken from HONS Interdisciplinary courses. Please refer to the **humanities list**.

_____ _____ _____ _____

G. Social Sciences Requirement (6 hrs): _____ _____

Major Requirement: ECON 201 and 202

H. Electives:_____ _____ _____ _____

_____ _____ _____ _____

- - - - - - - - - - - - - - - - - - - MKTG CONCENTRATION REQUIREMENTS - - - - - - - - - - - - -

You must complete the following 4 requirements.

A. CORE Courses: ECON 201, 202; ACCT 203, 204; BLAW 205; DSCI 232, 300, 304; MGMT 301; MKTG 302; FINC 303; MGMT 408.

B. Include the following MARKETING Courses for the Concentration:

1. MKTG 320, 326, 329, 425.
2. **Electives:** Six hours from the following courses:
   a) Any 300 or 400 level marketing course except MKTG302 (counts toward core requirement only), MKTG 399 AND 499.
   b) HTMT 353; MGMT 332; TRAN 312.

NOTE: No more than three semester hours total can be counted toward the concentration from travel study courses, MKTG 420, 360, OR 444.

C. The following requirements must be completed:

1. 1 course from MATH 105, 120; HONS 215
2. 1 course from MATH 104, 250

D. NOTES: 1.The business and accounting programs offered by the School of Business and Economics are accredited by AACSB – the International Association for Management Education.

2. At least fifty percent of the business credit hours required for a major from the School of Business and Economics must be completed at the College of Charleston.

- - - - - - - - - - - - - - BADM MAJOR GPA REQUIREMENT - - - - - - - - - - - - - -

You must achieve a minimum cumulative GPA of 2.00 in major area courses.
(ACCT 203-499; BLAW 205; DSCI 232; BLAW 300-499; DSCI 300-499; ECON 201-499; FINC 300-499; HTMT 300-499; MGMT 300-499; MKTG 300-499; TRAN 300-499).

Course	Major Grade	Major Quality Hours (MQHRs)	Major Hours Earned (MEHRS)	Grade Points (MQPTs)
ECON 201	_____	_____	_____	_____
ECON 202	_____	_____	_____	_____
ACCT 203	_____	_____	_____	_____
ACCT 204	_____	_____	_____	_____
BLAW 205	_____	_____	_____	_____
DSCI 232	_____	_____	_____	_____
DSCI 300	_____	_____	_____	_____
MGMT 301	_____	_____	_____	_____
MKTG 302	_____	_____	_____	_____
MKTG 320	_____	_____	_____	_____
FINC 303	_____	_____	_____	_____
DSCI 304	_____	_____	_____	_____
MGMT 408	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
Totals	_____	_____	_____	

Current GPA in BADM = $\frac{\textbf{QPTS}}{\textbf{QHRS}}$ _____

This page is maintained by the Academic Advising and Planning Center, Myra Whittemore.
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Subject to change without notice.