COLLEGE OF CHARLESTON

Academic Requirements
School of Business and Economics
B.S. in Business Administration
(Marketing Concentration)
2005-2006 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 = $\frac{\textbf{QPTS}}{\textbf{QHRS}}$ _____

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