West Chester University B.S. in Marketing through the Honors College Advisement Sheet

Effective for students entering Fall '19 and later.

Indicate all the courses you have taken at WCU or transferred for credit. For completed courses, also list the grades. Mark an asterisk (*) beside courses you are currently taking.

I. BUSINESS & ECONOMICS CORE & BUSINESS ELECTIVES (45-46 s.h.)

A minimum grade of C must have been earned in all marketing courses and the following courses in the business core. To enroll in 300-400-level courses, the following courses must have been successfully completed: ACC201, ECO 111, 112, and 251, MGT200, MKT 250, and MAT 143 or 161.

ACC201	(Prin. of Acc. I)
ACC202	(Prin. of Acc. II)
BLA201	(Business Law)
ECO111	(Econ. I – Macro)
ECO112	(Econ. II - Micro)
ECO251	(Analysis I)
ECO351	(Analysis II)
FIN325	(Corp. Finance)
MAT143	(Business Calc.) o
MAT161	(Calculus I)
MGT200	(Manage. Prin.)
MGT313	_ (Bus. & Society)
MGT341	_ (Prod. & Oper.)
MGT499	_ (Policy/Strategy)
MKT250	_ (Principles of
	Marketing)
CSC112	(Programming) or
GEO104	(Geospatial Tech)

II. MAJOR CONCENTRATION COURSES (24 s.h.)

COURSES (24 s.h.)		
	MKT330	(Consumer Behavior)
	MKT360	(Market. Research)
	MKT425	(Strategy & Plan.)
		level MKT courses:
	Course	<u>Grade</u>
400 i	level MKT cou	of 15 credits in 300- crses and a minimum ciness courses must be
	oleted at WU	iness courses musi ve
comp	neieu ui WO	
III. HONORS COLLEGE CORE SEQUENCE for GEN ED (30 s.h.)		
HON	V 100 (S	Self Awareness)
HON	V 211 (F	Public Discourse)
		Ethics & Technology)
		Community Change)
HON	J 311 (S	Stewardship and Civic
		Responsibility)
HON or	I 312 (F	Educational Systems)
		Leading Change ELL)
		Public Opinion)
HON	I 314 (I	Environ. Systems)
HON	I 315 (C	Community & Arts)
MA	ľX ^	
SCI	/	· ·
^ F11	ılfilled from m	ajor requirements
		puter Science for
	al Justice - rec	
Босп	ar bustice fee	ommenaca
IV. ADDITIONAL HONORS COLLEGE REQUIREMENTS (9 s.h.)		
	Two HON sen or above (exce	ninars at the 320 level ept 322)
]	HON	
B) (Capstone Proj	ect*

HON 490 _____

NOTE: *Enrollment upon core completion: ideally 6th or 7th semester.

V. DIRECTED ELECTIVES

Take electives to complete 120 credits. The actual number required will vary depending upon (among other issues) the number of 4 credit courses selected, option to complete a double major and/or a minor(s).

Course	<u>Grade</u>
	

Bring this sheet with you whenever you meet with your advisor about scheduling or course planning!

(Revised May 2020)