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

Effective for students entering Fall '25 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.

The grade of C or better is necessary in all management and core courses listed below. To enroll in 300-400-level courses, the following courses must have been successfully completed: ACC201, ECO 111, 112, and 251, MGT200, MKT 250, MAT 143 or 161 and Excel proficiency test.

I. MARKETING

A. Pre-Business Requirements

ECO 111____ (Principles of Economics (Macro))
ECO 112 ____ (Principles of Economics (Micro))
ACC 201 ____ (Financial Accounting)
ECO 251____ (Business Analytics)
MAT 143____ (Brief Calculus)
OR
MAT 161 ____ (Calculus I)
MGT 200 ____ (Principles of Management)
MKT 250 ____ (Principles of Marketing)

B. Business Core

ACC 202 ____ (Managerial Accounting)
BLA 201 ____ (Legal Environment of Business)
ECO 351 ____ (Business Analytics II)
FIN 325 _____ (Corporate Finance)
MGT 313 ____ (Business and Society)
MGT 341 ____ (Production and Operations Management)
MGT 499 ___ (Business Policy and Strategy)

C. Major Core Courses (24 credits)

Five (5) additional 300-level or 400-level MKT courses, of which only one course can be MKT 460.

AND

MKT 330 ___ (Consumer Behavior)
MKT 360 ___ (Marketing Research)
MKT 425 ___ (Marketing Strategy and Planning) *
NOTE: * This course fulfills the Capstone requirement

II. HONORS COLLEGE CORE SEQUENCE for GEN ED (27 credits)

HON 100 _____ (Self Awareness)
HON 211 _____ (Public Discourse)
HON 212 _____ (Ethics & Technology)
HON 310 _____ (Community Change)
HON 311 _____ (Stewardship/Civic Responsibility)
HON 312 _____ (Educational Systems)
or
HON 322 _____ (Leader. With ELLs)
HON 313 _____ (Public Opinion)
HON 314 _____ (Environ. Systems)
HON 315 _____ (Community & Arts)
SCIENCE ____ __x___ *
MAT ___ __x___

NOTE: *Take HON 122 **OR** CSC 112

III. ADDITIONAL HONORS COLLEGE REQUIREMENTS (9 credits)

A) Two HON seminars at the 320 level or above (except 322)

HON _____ _____
HON _____ _____

B) Capstone Project^

HON 490 _____

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

IV. DIRECTED ELECTIVES

Take enough directed electives to complete 120 credits. The actual number of electives required will vary depending upon (among other things) the option to complete a minor(s) and the number of courses the student must take to complete the foreign language requirement.

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

(Revised Fall 2025)