

# West Chester University

## B.S. in Marketing through the Honors College

### Advisement Sheet

Effective for students entering Fall '17 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 (39 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)  
 ECO252 \_\_\_\_ (Analysis II)  
 FIN325 \_\_\_\_ (Corp. Finance)  
 MGT200 \_\_\_\_ (Manage. Prin.)  
 MGT313 \_\_\_\_ (Bus. & Society)  
 MGT341 \_\_\_\_ (Prod. & Oper.)  
 MGT499 \_\_\_\_ (Policy/Strategy)  
 MKT250 \_\_\_\_ (Principles of Marketing)

#### II. BASIC SKILLS required by Marketing (3-4 s.h.)

MAT143 \_\_\_\_ (Brief Calc.) or  
 MAT161 \_\_\_\_ (Calculus I)

#### III. MAJOR CONCENTRATION COURSES (24 s.h.)

MKT330 \_\_\_\_ (Consumer Behavior)  
 MKT360 \_\_\_\_ (Market. Research)  
 MKT425 \_\_\_\_ (Strategy & Plan.)  
 Five 300-400 level MKT courses:

Course	Grade
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

*Note: a minimum of 15 credits in 300-400 level MKT courses and a minimum of 30 credits in business courses must be completed at WU*

#### III. HONORS COLLEGE SEQUENCE for GEN ED (30 s.h.)

HON 100 \_\_\_\_ (Self Awareness)  
 HON 211 \_\_\_\_ (Public Discourse)  
 HON 212 \_\_\_\_ (Ethics & Technology)  
 HON 310 \_\_\_\_ (Community Change)  
 HON 311 \_\_\_\_ (Stewardship and Civic Responsibility)  
 HON 312 \_\_\_\_ (Educational Systems)  
**or**  
 HON 322 \_\_\_\_ (Leading Change ELL)  
 HON 313 \_\_\_\_ (Public Opinion)  
 HON 314 \_\_\_\_ (Environ. Systems)  
 HON 315 \_\_\_\_ (Community & Arts)  
 MAT \_\_\_\_ \_X\_ ^  
 SCI \_\_\_\_ \_\_\_\_ ^^

^ Fulfilled from major requirements  
 ^^CSC 110 - special fall section - Computers for Social Justice - recommended

#### IV. ADDITIONAL HON COLLEGE REQUIREMENTS (9 cr.)

A) Two three hour HON seminars, 320 level or above

HON 320+ \_\_\_\_\_  
 HON 320+ \_\_\_\_\_

B) Capstone Project

HON 490 \_\_\_\_\_

#### V. DIRECTED ELECTIVES

Take enough free electives to complete 120 credits. The actual number of free electives required will vary depending upon (among other issues) the option to complete a dual major and/or a minor(s).

Course	Grade
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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

(Revised May 2017)