WESTERN CONNECTICUT STATE UNIVERSITY

BBA - Marketing Major Student ____________________________

Option in Interactive Marketing Box ___________

I. General Education Requirements (40 S.H. plus HPX)**

Communication Skills (3 S.H.)

COM 160, 161 or 162 __________________ 3_______

Has completed one Writing Intensive (W) course Yes____ No____

Humanities (15 S.H. minimum, including 3 of 7 fields: Communication, Fine and Applied Arts - only 1 studio course accepted toward minimum - Foreign Language, Humanistic Studies, Literature, Philosophy, Western History)

WRT 210W Managerial Writing 3_______

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Social & Behavioral Sciences (12 S.H. minimum)

PSY 100 Introduction to Psychology 3_______

PS 104 World Govnmts, Economies & Cultures 3_______

ECO 100 & 101 Macro/Microeconomics 3-3 6_______

Natural Sciences & Mathematics (10 S.H. minimum)

MAT 118 **or** MAT 133 **or** MAT 135 or MAT 181 3, or 4_______

Lab Sci. _____________________________ 2, 3, or 4_______

Elective_____________________________ 3_______

Health Promotion and Exercise Sciences (2 S.H.)

HPX 177 Fitness for Life 2_______

II. BBA Core Requirements (30 S.H.)

ACC	201	Fin. Accounting**(MAT 098 or approp. test score)*	3_______
ACC	202	Managerial Accounting**(ACC 201, MAT 100, MIS 260 or basic knowledge of spreadsheet software such as Excel)*	3_______
FIN	230	Business Statistics *(MAT 118 or MAT 133 or MAT 181, MIS 260)*	3_______
FIN	310	Principles of Finance**(ACC 201, FIN 230 or statistics course)*	3_______
JLA	240	Commercial Law ***or*** ACC 340 Business Law I	3_______
MGT	250	Organ. Behavior**(PSY 100 & W intensive course)*	3_______
MGT	320	Operations Mgt.**(Jr. Standing; FIN 230)*	3_______
MGT	415	Strategic Management**(Sr. Standing, GPA ≥ 2.3)*	3_______
MIS	260	Info. Systems Concepts	3_______
MKT	301	Principles of Marketing**(Soph. Standing)*	3_______

III. Interactive Marketing Option Requirements (24 S.H.)

MKT	310	Consumer Behavior**(Jr. Standing, MKT 301, FIN 230 or another statistics course, and GPA ≥ 2.3)*	4_______
MKT	315	Advt. & Intg. Mkt Com.**(Jr. standing & GPA ≥ 2.3)*	3_______
MKT	327	Direct/Interactive Marketing*	3_______
MKT	380	Customer Relationship Mgt & Database Mkting*	3_______
MKT	411	E-commerce and Internet Marketing*	3_______
MKT	415	Marketing Research**(Sr. Standing, MKT 301, FIN 230 or another statistics course and GPA ≥ 2.3)*	4_______
MKT	490	Marketing Mgt**(Senior standing and GPA ≥ 2.3)*	4_______

IV. Free Electives+(26 S.H.) *At least 16 S.H. of the free electives must be non-business.*

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+Minimum of 122 S.H. including HPX 177 for BBA Degree

***Prerequisites**

Office Admissions Evaluation of Transfer Credit

Entering Date __________day/eve/full/part-time

Previous School(s)________________________

Number	Title	Credits

Total Transfer Credits _____________

**General education requirements at Western total 42 semester hours. In some instances, work toward a major program partially fulfills general education requirements. The remaining general education requirements for this program are shown above. 6/04, 7/04, 5/05, 5/08, 6/08, 6/09, 7/09