

**SAWYER BUSINESS SCHOOL/SUFFOLK UNIVERSITY**  
**2009-10 Program of Study / Bachelor of Science in Business Administration**

Name: \_\_\_\_\_

ID \_\_\_\_\_

Entering Semester/Year \_\_\_\_\_

**Marketing**

**GENERAL EDUCATION REQUIREMENTS (48 credits)**

*Freshman and Sophomore Courses*

- ( ) SU 101 Freshman Year Experience (1cr)
- ( ) ENG 101 Freshman English I(4cr)
- ( ) ENG 102 Freshman English II(4cr)
- ( ) ISOM 120 IT & Productivity Tools(3cr)
- ( ) EC 101 Principles of Economics (Micro)(4cr)
- ( ) EC 102 Principles of Economics (Macro)(4cr)
- ( ) CJNI 177 Professional Communication (4cr)
- ( ) MATH 130 or MATH 134 or MATH 165 (4cr)
- ( ) Statistics Requirement (4cr) [Note 1]
- ( ) Globalization Requirement (4cr) [Note 2]

*Any Year*

- ( ) Humanities and Social Sciences Requirement (4cr) [Note 3]
- ( ) Social Change US and Abroad Requirement (4cr) [Note 4]
- ( ) Science Requirement (4cr) [Note 5]

**BUSINESS CORE REQUIREMENTS (34 credits)**

*Freshman and Sophomore Courses*

- ( ) MGT 101 Business Foundations (3cr)
- ( ) BLE 215 Business Ethics and Law (3cr)
- ( ) MGT 200 Leadership Seminar & Social Responsibility (1cr)
- ( ) BLE 214 Principles of Business Law (3cr)
- ( ) ACCT 201 Accounting for Decision Making I (3cr)
- ( ) ACCT 202 Accounting for Decision Making II (3cr)
- ( ) ISOM 201 Data & Decision Analysis (3cr)
- ( ) MKT 210 Principles of Marketing (3cr)

*Junior and Senior Courses Only; Students must have completed 54 semester hours to register for these courses*

- ( ) ISOM 310 Management Information Systems(3cr)
- ( ) FIN 310 Business Finance(3cr)
- ( ) MGT 317 Org. Behavior(3cr)
- ( ) ISOM 319 Operations Management(3cr)

**BSBA SENIOR CAPSTONE (3 credits)**

- ( ) MGT 429 Strategic Management(3cr)(Seniors only)

**MARKETING MAJOR REQUIREMENTS (12 credits)**

*All prerequisites must be satisfied*

- ( ) MKT 317 Consumer Behavior
- ( ) MKT 318 Marketing Tools and Analysis
- ( ) MKT 319 Marketing Research
- ( ) MKT 419 Marketing Policies and Strategies

**MARKETING MAJOR ELECTIVES (9 credits)**

- ( ) Major Elective \_\_\_\_\_
- ( ) Major Elective \_\_\_\_\_
- ( ) Major Elective \_\_\_\_\_

MKT Major Elective choices may be found in the current University Catalog.

**FREE ELECTIVES (6 courses for a minimum of 18 Credits)**

*May be Business or Liberal Arts Courses*

- Students must take a minimum of 18 credits of free electives.
- A free elective course is defined as 3 or 4 credits.

- ( ) \_\_\_\_\_
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Honors Seminars: A maximum of 6 credits of honors seminars may be applied toward a maximum of 2 free elective courses.

( ) **E-Portfolio Requirement**

(For details refer to: [www.suffolk.edu/eportfolio](http://www.suffolk.edu/eportfolio) - and click on "Instructional ePortfolio".)

**Notes:**

- 1) **Statistics Requirement:** STATS 240 or STATS 250 or equivalent. See Dean's Office for petitions or details for appropriate equivalents.
- 2) **Globalization Requirement (4cr)** Select one: HST 149(4cr) or HST 150(4cr) or IB 101(3cr).
- 3) **Humanities and Social Sciences Requirement (4cr)** Select one course from the College of Arts and Sciences Humanities/History requirement options or the Social Science requirement options OR any course from Modern Languages. See the CAS section of the current university catalog for details.
- 4) **Social Change US and Abroad Requirement (4cr)** Select one: SOC 326, HST 328, HST 494, CJNI 485, GVT 465, GVT 467 or PAD 551(3cr) Social Change. New courses that meet this learning goal will be considered. Please see the Undergrad. Programs Office.
- 5) **Science Requirement: Critical Analysis Science or Lab Science (4cr)** Choose any science and lab or any 4 credit science course.

**IMPORTANT NOTICE:** Students are responsible for understanding all University and School policies, procedures and degree requirements. Such information can be found in the University Catalog and Student Handbook. Any exception to the Program of Study must have written approval from the Sawyer Business School Undergraduate Program Dean's Office. **Please be aware that students must maintain a minimum cumulative grade point average of 2.0 as well as a 2.0 in the major and minor for graduation.** A minimum of 124 credits is required to be eligible for graduation.

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Approval Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Revised: \_\_\_\_\_