

Leavey School of Business

For cohort year 2001-2002 and later

To see course descriptions for courses listed here go to: <http://www.scu.edu/bulletin/undergraduate/busn.cfm>

Requirements Checklist - Marketing

Name:	Date Revised: 4/25/2008	Cohort Year:
Student ID: 00	Cum GPA:	Dept GPA:
Transfer Units:	Test Units:	
Major:	2nd Major:	Minor:
Grad Petition submitted for:		

University Core Requirements

ENGL 1:

ENGL 2:

3rd Writing:

Cohort 2005 or later must take ENGL 179 or ENGL 183.

Western Culture (1)

Western Culture (2)

2 courses in same sequence: Hist - Eng - Arth - Phil - Musc - Thtr - Hnrs

2nd Language

course completion or proficiency to first-year, second course

Social Sci (ECON 1 or 11):

MATH 11 or 30:

MATH 12 or 31:

Lab Science:

Business Ethics:

Mgmt 6 or Phil 6

World Cultures/Societies:

Global (MGMT 80):

Area:

Religion 1-19:

Religion 20-99:

Religion 100-199:

Technology:

Fulfilled by the combination of Data Analysis and Informations Systems requirements

United States:

Business Curriculum

Lower Division

Contemporary American Business (BUSN 70)

Foundations of Leadership (BUSN 71):

Business Leadership Skills (BUSN 72):

Microeconomics (ECON 1 or 11):

Macroeconomics (ECON 2 or 13):

International Economics (ECON 3):

Information for Business Decisions I (ACTG 11):

Information for Business Decisions II (ACTG 12):

Intro to Bus. Computing (OMIS 17):

Statistics and Data Analysis I (OMIS 40):

Statistics and Data Analysis II (OMIS 41):

Information Systems (OMIS 34):

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Cohort 2004 or earlier choose from: COEN 6, 20, 44; MATH 10, 164; OMIS 30,31, 34; ACTG135. Cohort 2005 and later must take OMIS 34, but OMIS and AIS majors or MIS minors may use OMIS 30 or OMIS 31. ACTG majors in cohort 2004 or later may use ACTG 134.

Upper Division

Organization/Management (MGMT 160):

Principles of Marketing (MKTG 181):

Financial Management (FNCE 121):

Operations Management (OMIS 108):

Business Capstone (BUSN or MGMT 162)

Environment of Business:

Cohort 2004 and earlier: Choose from: ECON 101, 120, 124, 126, 136, ENVS 120, HIST 183, MGMT 169, or SOCI 149. Not required for cohort 2005 or later.

An asterisk (*) Indicates current enrollment in a course that will meet the requirement.

Marketing Major Requirements

MKTG 183: MKTG 182/189: (Taken prior to Fall 05 - MKTG 189 Marketing Research; Taken Fall 05 or later - MKTG 182 Market Analysis)

MKTG elec 1: MKTG elec 2: MKTG elec 3:

Cohort 2004 and earlier -Choose 3 upper-division marketing electives from: MKTG 165, 174, 175, 176, 178, 182, 184, 185, 186, 187, 188, 198, and 199 All upper-division courses must equal 5 units to meet a major requirement. Note: It is strongly recommended that students take MKTG 187 as one of their 3 electives.

Cohort 2005 and later - After completion of MKTG 182 and 183, choose 3 upper-division marketing electives from one of 3 emphasis areas:

Business and Technology Emphasis: Strongly recommended - MKTG 185, 187, 188; recommended - MKTG 175, 176, 186.

Consumer and Channel Marketing Emphasis: Strongly recommended - MKTG 165, 175, 186, 187; recommended - MKTG 176

Individually Designed Marketing Emphasis: Must be approved by faculty advisor. Normally will include three (3) courses from the following:

MKTG 165, 175, 176, 178, 185, 186, 187, and 188.

Note: All upper-division courses must equal 5 units to meet a major requirement.

Unit Requirements

Must complete 175 quarter units of credit, of which at least 60 must be in upper-division courses.

Lower-Div units completed: Upper-division units completed: Total Units Completed:

Enr in Lower-Div-Curr Qtr: Enr in Upper-Div-Curr Qtr: Total Enrolled-Curr Qtr:

Enr in Lower-Div-Next Qtr: Enr in Upper-Div-Next Qtr: Total Enrolled-Next Qtr:

Totals after successful

completion of courses enrolled in for current and next quarter:

(Must equal 60)

(Must equal 175)

Notes:

Note: It is the responsibility of all students to know and fulfill the graduation requirements for their degree as outlined in the University Bulletin. If your records disagree with courses presented as complete on this checklist, it is your responsibility to contact the Undergraduate Business Programs office and request correction.