

NAME: _____

ID#: _____

DATE: _____

THIS CHECKLIST IS AN UNOFFICIAL TOOL FOR PLANNING.
Matriculated students and advisors should consult the Academic Requirements Report in GullNet before and after registering for classes each semester to track academic progress.

UNIVERSITY POLICIES

- Refer to the SU catalog for approved prerequisites and General Education courses.
- Requirements may not equal 120 credit hours. Students must register for additional electives to complete 120 credits required for graduation.
- All graduates must have a minimum of 30 credits of 300/400-level courses with C grade or above; at least 15 of those credits must be taken at SU.
- Students must have a minimum cumulative GPA of 2.0 for graduation.
- Students must complete at least 30 credit hours by direct classroom instruction and/or laboratory experience.
- Students must take 30 of the last 37 credit hours at SU.
- It is the student's responsibility to satisfy graduation requirements. Please refer to the SU catalog for detailed major requirements.
- Students must apply online for graduation by November 15 for May and by May 15 for December.

MARKETING POLICIES & PROCEDURES

- A student with an intended marketing major will be classified in a pre-professional track until the student has applied to and been accepted in the marketing B.S. major.
- Marketing majors must submit applications for admission to the Professional Program. No management student will be allowed to remain in 300/400 level Perdue School courses if s/he has not submitted this application.
- All business courses need to be completed with a C grade or higher.
- Lower division core, upper division core, major and special requirements may be repeated only once. Students desiring to repeat an SU course to improve a grade must repeat that course at SU.
- Upper division major courses are to be taken at SU. A maximum of 6 credit hours of comparable courses may be approved if taken at AACSB (Association to Advance Collegiate Schools of Business) accredited schools.
- **For Additional Policies and Procedures:** Please refer to the Salisbury University Catalog, under the marketing section.
More information is also available online: www.salisbury.edu/mgmtmktg

GENERAL EDUCATION REQUIREMENTS

Course No. & Title	#Credits	Grade	Term Completed
Group I: English Composition and Literature (2 courses)			
A. C or better in ENGL 103 or HONR 111	4	_____	_____
B. Literature course (from either ENGL or MDFL Depts.)	4	_____	_____
Group II: History (2 courses)			
A. HIST 101, 102, or 103	4	_____	_____
B. HIST 101, 102, 103 or a HIST course above 103	4	_____	_____
Group III: Humanities and Social Sciences (3 courses)			
A. Select one course from one of the following seven areas: ART, COMM, DANC or THEA, MDFL, MUSC, PHIL, HONR 211			
		FULFILLED BY MAJOR	
B. Select one course from one of the following eight areas: ANTH, CADR, ECON or FINA, ENVR, Human GEOG, POSC, PSYC, SOCI, HONR 112			
		FULFILLED BY MAJOR	
C. Select one course from either Group IIIA or IIIB (course must be from a different area than previously selected)			
	3/4	_____	_____
Group IV: Natural Science, Math and Computer Science (4 courses)			
A. Select courses with laboratories from at least two of the following four areas: BIOL, CHEM, GEOL or Physical GEOG, PHYS			
	4	_____	_____
	4	_____	_____
B. Select one additional course (need not be a lab) from Group IVA or ENVH or ENVR or COSC or MATH or HONR 212			
		FULFILLED BY MAJOR	
C. Select one course from MATH			
		FULFILLED BY MAJOR	
Group V: Health Fitness (1 course)			
FTWL106 - Lifelong Fitness and Wellness	3	_____	_____

MAJOR REQUIREMENTS

Course No. & Title	#Credits	Grade	Term Completed
LOWER DIVISION/PRE-PROFESSIONAL CORE (10 courses)			
Complete the following:			
ACCT201* - Intro. to Financial Accounting	3	_____	_____
ACCT202* - Intro. to Managerial Accounting	3	_____	_____
ACCT248 - Legal Environment	3	_____	_____
ECON211 - Principles of Microeconomics	3	_____	_____
ECON212* - Principles of Macroeconomics	3	_____	_____
INFO211 - Information Systems Concepts	4	_____	_____
INFO281* - Intermediate Business Statistics	3	_____	_____
MATH155 - Modern Statistics	3	_____	_____
* These courses have prerequisites, some of which are part of the core. Please consult the catalog and/or GullNet for course prerequisites.			
Complete 1 of the following (circle course taken):			
MATH160 - Applied Calculus	3	_____	_____
OR			
MATH201 - Calculus I	4	_____	_____
Complete 1 of the following (circle course taken):			
COMM100 - Fund. of Communication	4	_____	_____
OR			
COMM260 - Business and Professional Communication	4	_____	_____



ADMISSION REQUIREMENTS FOR THE PROFESSIONAL PROGRAM

- 25 credits completed in the pre-professional area – 12 of which must be MATH 155, MATH 160, ECON 211 or 212, ACCT 201 – and 13 more must be completed from INFO 211, COMM 260 or 100, ACCT 248, ECON 212 or 211, ACCT 202, and INFO 281

	MATH 160 or 201	MATH 155	ECON 211 or 212	ACCT 201	
INFO 211	COMM 260 or 100	ACCT 248	ECON 211 or 212	ACCT 202	INFO 281
And 4 of the 6*					

* The remaining 2 courses must be completed in the first semester after being admitted to the Professional Program.

- A GPA of 2.5 or higher in the pre-professional core courses is required for admission into the Professional Program, including those courses taken at another institution. Additional students may be admitted by descending order of GPA (in pre-professional core courses) in numbers sufficient to maintain a quality student/faculty ratio. A GPA calculator is available to assist you online.
- Grades of C or higher must be earned in all pre-professional courses.
- Students may repeat each business course **one time only**. If students exceed repeats, they will not be admissible to the Professional Program.
- Students must have completed 56 total credit hours of college courses to be admitted into the Professional Program.
- Turn in applications by December 1 for Winter or Spring admission and May 1 for Fall admission.
- After admission to the Professional Program, complete any remaining pre-professional core courses with grades of C or better within the next 15 credit hours of study or be unenrolled from the Professional Program.

WEBSITES OF INTEREST

- **ABLE Internship:** www.salisbury.edu/perdue/studentsservices/able/
- **Admission Information:** www.salisbury.edu/perdue/studentsservices/advising/Admissions/
- **Advising:** www.salisbury.edu/perdue/studentsservices/Advising.html
- **Campus Resources:** www.salisbury.edu/perdue/studentsservices/Advising/students/campusresources.html
- **Changing/Adding a Major:** www.salisbury.edu/perdue/studentsservices/changemajor.html
- **Changing/Adding a Minor:** www.salisbury.edu/perdue/studentsservices/changeminor.html
- **Course Registration & Prerequisite Information:** www.salisbury.edu/perdue/studentsservices/Advising/course_registration/
- **Tutoring Information:** www.salisbury.edu/achievement/tutoring/tutoring.html
- **More Questions? E-mail:** Studentbusinessleaders @salisbury.edu

Course No. & Title	#Credits	Grade	Term Completed
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UPPER DIVISION/PROFESSIONAL CORE (7 courses)

FINA311* - Financial Management	3	_____	_____
INFO326* - Operations Management	3	_____	_____
MGMT320*** - Management and Organization Behavior	3	_____	_____
BUAD300 - Personal and Professional Development (coreq. MGMT 320)	1	_____	_____
MKTG330** - Principles of Marketing Management	3	_____	_____
MGMT325 - Business and Society	3	_____	_____
MGMT492 - Strategic Management (final semester)	3	_____	_____

* Prerequisites to MGMT 492

** Prerequisites to all upper division management/marketing coursework.

MARKETING REQUIREMENTS (3 courses)

MKTG335 - Marketing Research	3	_____	_____
MKTG423 - International Marketing	3	_____	_____
MKTG430* - Marketing Management Strategy	3	_____	_____

* Prerequisite: MKTG 330 and 6 additional MKTG credits

MARKETING ELECTIVES (3 courses)

Complete 3 from the following (circle courses taken):

BUAD345 - Purchasing and Materials Management	3	}	_____
BUAD386 - Business in its Global Setting (winter travel)	3		_____
BUAD396 - Business Studies Abroad	3		_____
BUAD410 - Health Care Management and Marketing	3		_____
INFO315 - Project Management	3		_____
INFO340 - Data Mining	3		_____
MKTG331 - Advertising and Promotions	3		_____
MKTG332 - Consumer Behavior	3		_____
MKTG334 - Principles of Retailing	3		_____
MKTG336 - Direct and Interactive Marketing	3		_____
MKTG337 - Professional Selling	3		_____
MKTG338 - Special Topics in Marketing	3		_____
MKTG339 - Digital Marketing Analytics	3		_____
MKTG401 - Business Marketing	3		_____
MKTG407 - Sales Management	3	_____	
MKTG410 - Advanced Professional Selling	3	_____	
MKTG439 - Senior Marketing Seminar	3	_____	
MKTG440 - Content Creation and Inbound Marketing	3	_____	

(other elective approved by department chair)

INTERNSHIP REQUIREMENT (1 course) (circle course taken):

BUAD490 - Business Internship	3	}	_____
or			
MKTG490 - Marketing Internship	3		_____
or			
MKTG497 - Professional Selling Internship	3	_____	_____