MARKETING | Bachelor of Arts in Business Administration | JUNIOR TRANSFER TYPICAL PROGRAM OF STUDY | 2013-2014

DEGREE REQUIREMENTS	CURRICULUM NOTES
Credits: minimum of 180 credits **Credits in core:** 15 credits **Credits in major:** 75 credits **GPA minimum cumulative**: 2.25 **GPA minimum in Major:** 2.25	• All Albers courses require a C- or better including UCOR 2910 and MGMT 489. Transfer credit for Albers courses requires a C or better. • Students entering 2013-14 or later must complete BUAD 100 – Introduction to Business during their first quarter of attendance. • Students entering 2012-13 or later must complete the EXCEL Level I Certification Exam by the end of their first quarter. • All 300/400 level business courses require Advanced Standing which consists of the completion of 90 credits, 2.25 minimum GPA, Calculus, ECON 260 and four of the following courses: ACCT 230, ACCT 231, ECON 271, ECON 272, BCOM 280. • MGMT 489 requires the completion of all other business courses except for Marketing major courses. • See current 2 Year Projected Course Offerings for major electives. **For complete information on courses and prerequisites use the online Catalog for the current year: http://catalog.seattleu.edu/.**

The example below assumes that you enter Seattle University with junior standing (90 credits), have earned a transferable associate's degree, and have successfully completed an equivalent to the following:

- **MATH 130 or 134/121**
- **ECON 260**
- **ACCT 230 and ACCT 231**
- **ECON 271 and ECON 272**

Your personal program of study may vary from this example due to prior educational experience or individual goals.

	FALL		WINTER		SPRING	
	COURSE	CREDITS	COURSE	CREDITS	COURSE	CREDITS
JUNIOR	MKTG 350 – Introduction to Marketing	5	MKTG 451 – Market Research	5	MKTG 351 – Buyer Behavior	5
JUNIOR	ECON 310 – Quantitative Methods and Applications	5	MGMT 380 – Principles of Management	5	FINC 340 – Business Finance	5
JUNIOR	BCOM 280 – Communication for Business	5	UCOR 2500 – Philosophy of the Human Person	5	UCOR 2910 – Business Ethics	5
JUNIOR	BUAD 100 – Introduction to Business	2				
JUNIOR	EXCEL Level I Certification Exam	0				
SENIOR	MKTG Major Elective*	5	MKTG Major Elective*	5	MKTG Major Elective*	5
SENIOR	ECON 330 or INBU 320	5	IS 315 – Intro. to Info. Systems and E-Commerce	5	MGMT 489 – Business Policy and Strategy	5
SENIOR	OPER 360 – Manufacturing & Operations Services	5	BLAW 370 – Business and International Law	5	UCOR 2100 – Theological Explorations	5
SENIOR						
SENIOR						

** See current 2 Year Projected Course Offerings for Marketing (MKTG) major electives.*

CORE MODULE II REQUIREMENTS	CORE MODULE III REQUIREMENTS	SCHOOL/COLLEGE CORE REQUIREMENTS
UCOR 2100 Theological Explorations	UCOR 3100 waived with transferable associate's degree	Business Ethics satisfies UCOR 2910
UCOR 2500 Philosophy of the Human Person	UCOR 34XX waived with transferable associate's degree	ECON 330 or INBU 320 satisfies UCOR 38XX
UCOR 2910 Business Ethics (after UCOR 2500)	UCOR 38XX satisfied by ECON 330 or INBU 320	MGMT 489 satisfies Senior Synthesis

ALBERS
School of Business and Economics

Academic Advising, 206.296.5700, Pigott 318
8:30am – 7:00pm M-TH; 8:30am – 5:00pm F

Work closely with your academic advisor to plan your program of study and the other co-curricular components of your educational plan.

Revised 1/10/2013