

Plymouth State University CURRICULUM PLANNING GUIDE with APPLICATION of TRANSFER CREDIT

**BS MARKETING 2009-2010**

Student: \_\_\_\_\_  
 Student ID: \_\_\_\_\_  
 Enrollment Date: \_\_\_\_\_

Option: **Integrated Marketing Communications**  
 Total semester hours required: 120  
 Total semester hours transferred: \_\_\_\_\_

Plymouth Requirements		Credits	Gen Ed	Transfer Course (Title)	Credits	To Be Taken
BU 1100	Business Computer Applications	3	TECO			
BU 1150	Financial Accounting	4				
BU 2260	Management Accounting	4				
BU 2290	Organizational Communications	3	WRCO			
BU 2450	Principles of Marketing	3				
BU 2480	Business Law	3				
BU 3210	Financial Management	3				
BU 3240	Information Technology	3				
BU 3280	Professional Selling Skills I	3				
BU 3300	Operations Management	3				
BU 3340	Consumer Behavior	3				
BU 3360	Marketing Research	3				
BU 3370	Advertising & Promotion Management	3				
BU 3420	Organizational Behavior	3	DICO			
BU 4220	Administrative Policy	3	INCO			
BU 4250	Marketing Management	3				
BU 4440	Global Marketing	3				
<i>Integrated Marketing Communications elective -</i>		3	Complete <b>one</b> of the following:			
BU 3320	E-Commerce					
BU 3350	Event Marketing					
BU 3450	Sports Marketing					
BU 4600	Business Internship (3 credits)					
EC 2550	Macroeconomics	3	GACO			
EC 2560	Microeconomics	3				
<i>Math Foundations -</i>		3	Complete <b>one</b> of the following:			
MA 2200	Finite Mathematics		MATH			
MA 2490	Applied Calculus I		MATH			
MA 2550	Calculus I		MATH			
<i>Quantitative Reasoning in the Discipline Connection -</i>		3	Complete <b>one</b> of the following:			
BU 2240	Business Statistics		QRCO			
MA 2300	Statistics I		QRCO			
EN 1200	Composition	3				
IS 1111	The First Year Seminar	3	Transfers entering with 24+ credits are excused from IS 1111.			
CTDI	Creative Thought Direction	3				
CTDI	Creative Thought Direction	3				
PPDI	Past and Present Direction	3				
PPDI	Past and Present Direction	3				
SIDI	Scientific Inquiry Direction	3-4				
SIDI	Scientific Inquiry Direction	3-4				
SSDI	Self and Society Direction	3				
SSDI	Self and Society Direction	3				
WECO	Wellness Connection	3				
Electives		19-17				