

**BACHELOR OF SCIENCE DEGREE: BUSINESS ADMINISTRATION
MAJOR: MARKETING**

11/15/2006	Hrs. Req.	Hrs. Trans.	S.S. #	Hrs. Req.	Hrs. Trans
NAME: (Italics indicate transferable courses)			S.S. #		
Transfer From: Herkimer County CC			Hours:		
Transfer From: AS Marketing			Hours:		
Transfer From:			Hours:		
Transfer From:			Hours:		
<u>GENERAL EDUCATION (33)</u>			<u>BUSINESS CORE (36)</u>		
COMMUNICATION (12)			ACC201: FINANCIAL ACCOUNTING	3	
			<i>Bu 114 Accounting I</i>		3
ENG111: ENGLISH COMPOSITION I	3		ACC202: MANAGERIAL ACCOUNTING	3	
<i>En 111 English I</i>			<i>Bu 115 Accounting II</i>		3
ENG112: ENGLISH COMPOSITION II	3		BUS210: CAREER DEVELOPMENT	3	
<i>En 112 English 2</i>					
ENG320: ADVANCED RHETORIC	3		BUS350: BUSINESS LAW	3	
ENG330: WRITING PROFESSIONALLY	3		BUS310: BUSINESS STATISTICS	3	
<i>Bu 112 Business Communication</i>			<i>Ma 127 Mathematical Stats I</i>		3
MATHEMATICS & SCIENCE (9)			CIS101: INTRODUCTION TO CIS	3	
MAT121: COLLEGE ALGEBRA	3		CIS240: COMPUTER APPL. IN BUSINESS	3	
SCIENCE ELECTIVE	3		ECO241: MICROECONOMICS	3	
<i>Science Elective*</i>					
MATH OR SCIENCE ELECTIVE	3		ECO242: MACROECONOMICS	3	
			<i>SS 185 Intro to Macroeconomics</i>		3
			FIN360: PRINCIPLES OF FINANCE	3	
HUMANITIES (6)			3 MGT250: PRINCIPLES OF MANAGEMENT	3	
<i>Humanities Elective*</i>	3		<i>Bu 232 Principles of Mgmt</i>		3
			MKT250: PRINCIPLES OF MARKETING	3	
			<i>Bu 141 Intro to Marketing</i>		3
SOCIAL SCIENCE (6)			<u>AREA OF CONCENTRATION (30)</u>		
			MKT310: DIRECT MARKETING	3	
SBS250: PSYCHOLOGY	3				
			MKT320: PROFESSIONAL SELLING	3	
SOCIAL SCIENCE ELECTIVE	3		<i>Bu 222 Professional Selling</i>		3
<i>Social Science Elective*</i>			3 MKT330: SERVICES MARKETING	3	
TAILORED ELECTIVES (21)					
			MKT340: CONSUMER BEHAVIOR	3	
CIS IS Elective	3				
<i>FS 100 Freshman Seminar</i>	1		1 MKT360: RETAILING MANAGEMENT	3	
<i>Bu 111 Bus Org & Mgmt</i>	3				
<i>Bu 245 Marketing Mgmt</i>	3		3 MKT370: ADVERTISING STRATEGIES	3	
<i>Business Elective*</i>	3				
<i>Elective*</i>	3		3 MKT420: INTERNATIONAL MARKETING	3	
<i>Bu 143 Advertising</i>	3				
<i>Elective*</i>	3		3 MKT460: MARKETING RESEARCH	3	
			MKT480: MARKETING STRATEGY	3	
			MKT495: MARKETING INTERNSHIP	3	
			Total Business Core Hours Required:	66	
			Total Business Core Hours Transferred:		21
Total General Education Hours Required:	55		Total Hours Transferred	61	61
Total General Education Hours Transferred:		40	Total Hours Remaining:	59	

Herkimer AS Marketing (0633) to Webber BS Marketing planning sheet

Last date revised: 11/15/06

Effective: with initial agreement

* While Webber International University will generally transfer in any elective in the program for unspecified electives, we do not accept physical education, remedial, vocational, or credits which are not part of an academic degree program (e.g., certificate or technical designations)