

VIRGINIA UNION UNIVERSITY RECORD OF ACADEMIC PROGRESS
FOR BUSINESS MAJORS MARKETING For Fall 2015 Entering Students
TOTAL HOURS: 120 HOURS

General Education Core 52 Hours	Course Name	Credits	Semester	Grade	Done
Course Number					
GST 004	Orientation and Interpersonal Awareness	1			
Freshman Composition (6 hrs)					
ENG 100* (credit not counted towards graduation)	Freshman Communication Skills	0			
ENG 101*	College Composition I	3			
ENG 102*	College Composition II	3			
Literature (6 hrs required HUM 225 or 226 and HUM 226, ENG 323, ENG 324, ENG 328, ENG 329, or ENG 354)					
HUM 225	World Literature I	3			
HUM 226	World Literature II	3			
ENG 323	American Literature I Prerequisites: ENG 101 and ENG 102	3			
ENG 324	American Literature II Prerequisites: ENG 101 and ENG 102	3			
ENG 328	British Literature I	3			
ENG 329	British Literature II	3			
ENG 354	Contemporary Literature	3			
Mathematics (6 hours)					
MAT 100* (credit not counted towards graduations)	Introductory Algebra	0			
MAT 115*	College Algebra	3			
MAT 160* (required for Business Maj.)	Pre-Calculus for Business Majors— Prerequisite Math 115	3			
Natural Science (4 hrs) One course only with Lab					
SCI 150	Introduction to Biology	4			
SCI 151	Introduction to Physical Science	4			
SCI 152	Introduction to Chemical Science	4			
Historical Studies (3 hrs)					
HIS 145 or HIS 146	World Civ. I or World Civ. II	3			
HIS 201 or HIS 202	American His. I or American His. II	3			
Fine Arts (One Course is required 3 hrs)					
ART 308	Art History I	3			
ART 309	Art History II	3			
MUS 301	Music History Prerequisites: MUS 212, MUS 201/202	3			
MUS 302	Music History Prerequisites: MUS 212, MUS 201/202	3			
SPD 305	Theater History Prerequisite: SPD 201	3			
SPD 203	Voice and Diction	3			
Foreign Language (6 hrs) If placed in 102, then select one intermediate or advanced foreign language course					
SPA / FRE	Spanish or French	3			
SPA / FRE	Spanish or French	3			
African American Heritage (3hrs)					
ART 310	African American Art	3			
REL 235	Black Religion	3			
HIS 225	African-American History I	3			
HIS 226	African-American History II	3			
ENG 337	African American Literature I Prerequisites: ENG 101 and ENG 102	3			
ENG 338	African American Literature II Prerequisites: ENG 101 and ENG 102	3			
MUS 321	His. of Afro. Amer. Music and Musicians	3			
MUS 333	Jazz History and Literature	3			
NSC 290	African American Perspectives in Science	3			
Personal Wellness (2 hrs)					
HLH 101	Personal and Community Health	1			
PED 101**	Fundamentals of Physical Education	1			
Computer Science (3 hrs)					
CIS 162* (required for Business Maj.)	Intro. to Computer Information Systems	3			
**May be substituted by one semester on an intercollegiate sports team.					
Social Science (9 hrs required, one of which is ECO 231, choose two other 3 credit hour course from other groups)					
ECO 231* (required for Business Maj.)	Principles of Economics (Required for Business Maj.)	3			

PSY 101, PSY 201	General Psychology, Human Growth and Development	3			
GEO 203, PSC 230, SOC 200	Principals of Geography, Introduction to American Government (Pre-requisite: Sophomore status), Principles of Sociology	3			
REL 224, REL 311, REL 312, REL 316, PHI 211, PHI 212, PHI 213, PHI 314, PHI 316	Religious Cults and Sects in the U.S., Old Testament Literature, New Testament Literature, Biblical Ethics, Logic, History and Philosophy, American Philosophy, Contemporary Trends in Philosophy	3			

*A grade of C or above is required in Mathematics, English, Economics, CIS 163, all Business courses and all Other SLSB requirements. MAT 100 and ENG 100 do not count toward graduation hours.

Required SLSB Core Courses—38 hours

Course Number	Course Name	Credits	Semester	Grade	Done
MGT 199	Professional and Ethical Development	3			
ACC 201 (prerequisite: MAT 115)	Financial Accounting	4			
ACC 202 (prerequisite: ACC 201)	Managerial Accounting	4			
ECO 232 (prerequisite: ECO 231)	Micro-Economics	3			
FNB 300 (prerequisite: ACC 201)	Principles of Finance	3			
MKT 300 (prerequisite: jr standing)	Principles of Marketing	3			
MGT 200 (prerequisite: soph. standing)	Introduction to Legal Environment	3			
MGT 213 (prerequisite: ENG 102)	Managerial Communications	3			
MGT 313 (prerequisite: MAT 160)	Operations Management	3			
MGT 214 (prerequisite: MGT 199)	Principles of Management	3			
MGT 316 (prerequisite: jr standing)	Global Business	3			
MGT 413 (prerequisite ACC 201, FNB 300, MKT 300, senior standing)	Strategic Management in a Global Environment	3			

Other SLSB Requirements—6 hours

Course Number	Course Name	Credits	Semester	Grade	Done
MAT 201 (prerequisite MAT 115)	Statistics	3			
MAT 210 (prerequisite MAT 160)	Applied Calculus for Business Major	3			

Marketing Major Courses— 21hours

Course Number	Course Name	Credits	Semester	Grade	Done
MKT 370 (prerequisite MKT 300)	Buyer Behavior	3			
MKT 379 (prerequisite 370)	Promotional Strategy	3			
MKT 474 (prerequisite MKT 300 and MGT 316)	Global Marketing	3			
MKT 479 (prerequisite MKT 370 Math 201 and Sr standing)	Marketing Research: Data for Decision Making	3			
MGT494 Internship (jr standing)	Internship	3			
Plus 2 additional courses from list below					
MKT 371 (prerequisite MKT 300)	Retailing	3			
MKT 376 (prerequisite MKT 300)	Small Enterprise Marketing	3			
MKT 473 (prerequisite MKT 370 and MGT 214)	Organization to Organization Marketing	3			
MKT 478 (prerequisite MKT 300)	Database Marketing	3			
MKT 490 (prerequisite MKT 300) or permission of the instructor	Special Topics	3			

Restricted Electives—3 hours—Must be a business course or approved by Chair and Dean

Course Number	Course Name	Credits	Semester	Grade	Done

Total credit hours required for graduation

120 hrs.

MAJOR REQUIREMENTS OF OTHER SLSB MAJORS (OTHER THAN BUSINESS AND INFORMATION TECHNOLOGY – SECONDARY EDUCATION MAJOR)

Accounting Major Courses—27 hours required

ACC 301 Intermediate Accounting I	Preq: ACC 201	4 _____
ACC 302 Intermediate Accounting II	Preq: ACC 301	4 _____
ACC 303 Accounting Information Systems	Preq: ACC 201 and CIS 162	3 _____
ACC 304 Cost Accounting	Preq: ACC 202	3 _____
ACC 305 Federal Personal Taxes	Preq: ACC 201	3 _____
ACC 401 Auditing	Preq: ACC 302 (or by permission of instructor)	3 _____
ACC 403 Advanced Accounting	Preq: ACC 302 (or by permission of instructor)	3 _____
ACC 404 Governmental and Non Profit Accounting	Preq: Concurrent Enrollment in ACC 302	1 _____
MGT 494 Internship	Jr. standing and approval of Instructor	3 _____

Entrepreneurial Management Major Courses—21 hours required (under review)

ENM 315 Entrepreneurship	Preq: Junior standing	3 _____
MKT 370 Buyer Behavior	Preq: MKT 300	3 _____
MKT 376 Small Enterprise Marketing	Preq: MKT 300, MKT 370	3 _____
FNB 302 Small Business Finance	Preq: FNB 300	3 _____
ACC 305 Federal Personal Taxes	Preq: ACC 201	3 _____
ENM 356 Management/Employee Relations	Preq: MGT 214	3 _____
MGT 494 Internship	Jr. standing and approval of Instructor	3 _____

Management Major Courses-21 hours required (Tentative new major subject to approval or change by administration)

MGT 314 Management and Organizational Behavior	Preq: MGT 214	3 _____
ENM 356 Management/Employee Relations	Preq: MGT 214	3 _____
FNB 444 Financial Decision Making	Preq: FNB 300	3 _____
MGT 201 Business Law, Compliance & Ethics	Preq: MGT 200	3 _____
MKT 473 Organization to Organization Marketing	Preq: MKT 300	3 _____
MGT 414 Management and Leadership (senior status)	Preq: senior status	3 _____
MGT 494 Internship	Jr. standing and approval of Instructor	3 _____

Finance and Banking Major Courses—18 hours required

ECO 440 Public Finance	Preq: ECO 232	3 _____
ECO 443 International Trade & Finance	Preq: FNB 300	3 _____
FNB 344 Banking & the Financial System	Preq: FNB 300	3 _____
FNB 441 Investments	Preq: FNB 300	3 _____
FNB 444 Financial Decision Making	Preq: FNB 300	3 _____
MGT494 Internship	Jr. standing and approval of instructor	3 _____

Marketing Major Courses—21 hours required

MKT 370 Buyer Behavior	Preq: MKT 300	3 _____
MKT 379 Promotional Strategy	Preq: MKT 370	3 _____
MKT 474 Global Marketing	Preq: MKT 300 and MGT 316	3 _____
MKT 479 Marketing Research: Data for Decision-Making	Preq: MKT 370, MAT 201, and senior standing	3 _____
MGT 494 Internship	Jr. standing and approval of Instructor	3 _____

Plus 2 additional courses from the list below

MKT 371 Retailing	Preq: MKT 300	3 _____
MKT 376 Small Enterprise Marketing	Preq: MKT 300	3 _____
MKT 473 Organization to Organization Marketing	Preq: MKT 370 and MGT 214	3 _____
MKT 478 Database Marketing	Preq: MKT 300	3 _____
MKT 490 Special Topics	Preq: MKT 300, Junior or Senior standing	3 _____