

NAME _____

SID _____

MARKETING REQUIREMENTS

The Department of Management and Marketing, Charlton College of Business

Completed/transf. credit	Freshman Year		Grade
_____	ENL 101	Critical Writing and Reading I	3
_____	ENL 102	Critical Writing and Reading II (ENL 101)	3
_____	MTH 103	*Finite Math	3
_____	MIS 101	+The Business Organization	3
_____	_____	Cultural/Artistic Literacy _____	3
_____	_____	Cultural/Artistic Literacy _____	3
_____	_____	Diversity _____	3
_____	_____	Social Science _____	3
_____	_____	Natural Science/Technology _____	3
_____	_____	Natural Science/Technology _____	3

Sophomore Year – All courses require sophomore standing plus prerequisite as noted

_____	ACT 211	Principles of Accounting I	3
_____	ACT 212	Principles of Accounting II - (ACT 211)	3
_____	ECO 231	Principles of Microeconomics	3
_____	ECO 232	Principles of Macroeconomics	3
_____	ENL 265	Business Communications - (ENL 101, 102)	3
_____	POM 212	Business Statistics- (MTH 103)	3
_____	MGT 312	Legal Framework of Business	3
_____	_____	Cultural/Artistic Literacy _____	3
_____	_____	Social Science _____	3
_____	_____	**Non-business elective _____	3

Junior Year – All courses require junior standing plus prerequisites as noted.

_____	FIN 312	Financial Management – (ACT 212, ECO 231)	3
_____	MGT 311	Organizational Behavior – (ENL 265)	3
_____	POM 333	Quantitative Business Analysis - (MTH 103 & POM 212)	3
_____	POM 345	Operations Management – (MTH 103 & POM 212)	3
_____	MKT 311	Principles of Marketing	3
_____	MIS 315	Information Systems	3
_____	MKT 330	Marketing Intelligence & Info Tech (MKT 311)	3
_____	MKT 331	Integrated Marketing Communication (MKT 311)	3
_____	_____	Business elective (300 or 400 level) _____	3
_____	_____	**Non-business elective _____	3

Senior Year – All courses require senior standing plus prerequisites as noted.

_____	MGT 490	Strategic Management - (MIS 315, MGT 311, POM 333, POM 345, FIN 312)	3
_____	MKT 431	Consumer Behavior (MKT 311)	3
_____	MKT 441	Marketing Management (MKT 311)	3
_____	MKT 442	Marketing Reserarch (POM 212, MKT 311, MKT 330)	3
_____	MKT _____	Marketing elective _____	3
_____	MKT _____	Marketing elective _____	3
_____	_____	Business elective (300 or 400 level) _____	3
_____	_____	**Non-business elective _____	3
_____	_____	**Non-business elective _____	3
_____	_____	**Non-business elective _____	3

Total number of Transfer Credits applied toward degree requirements _____

+If transfer or change of major student, business elective (300+) will be taken in place of MIS 101.*MTH 103 has replaced MTH 107 for incoming freshmen students.** Non business electives can be any course taken outside CCB. See reverse for description of general education requirements.

revised 2/07

PLEASE CHECK WWW.UMASSD.EDU/CHARLTON/ FOR MORE INFORMATION REGARDING COURSE DESCRIPTIONS AND REGISTRATION PROCEDURES.

Charlton College of Business/University of Massachusetts – Dartmouth General Education Requirements

The following is a list of General Education requirements to be fulfilled by all CCB students.

Cultural and Artistic Literacy – 9 credits total must be taken. No more than 6 credits may be taken from a single department. Students select the courses from the following categories:

- Courses with the following prefixes: AED, ARH, ART, DES, FIA, FOU, HST, MUS, PHL, TAR
Each is considered a separate department for the “6-credit” rule.
- Courses with the following prefixes: FRN, GER, ITA, LAT, MLG, LIN, POR, RUS, SPA
These Foreign Language and Literature prefixes together are considered **one** department for the 6 credit rule.
- Literature or creative writing courses with the prefix ENL. The following ENL courses are excluded:
ENL 100, ENL 101, ENL 102, ENL 260, ENL 262, ENL 265, ENL 266, ENL 270, ENL 279, ENL 296,
ENL 349, ENL 350, ENL 363, ENL 364, ENL 365, ENL 368, ENL 371, ENL 430, ENL 453, ENL 454,
ENL 495, ENL 496
- Courses from other Departments, as listed individually here:
PSC 363, PSC 372

Diversity – 3 credits total must be taken. Students select a course from the following list (Sample list provided – you will find a full listing at www.umassd.edu/registrar/genedbycode.pdf)

AAS 205, AAS 206, ANT 232, ARH 380, ECO 103, ECO 111, GRT 201, GRT 300, HST 115, HST 116, HST 205, HST 206, HST 207, HST 209, HST 301, HST 302, HST 303, HST 304, HST 305, HST 306, HST 310, HST 314, LST 103, LST 205, LST 206, LST 209, LST 310, MGT 452, MGT 462, MUS 106, MUS 125, PHL 300, PSC 313, PSC 339, SOC 101, SOC 232, WMS 101, WMS 103, WMS 107, WMS 111, WMS 305, WMS 310, WMS 339, WMS 343, WMS 380

Natural Science and Technology – 6 credits total must be taken. Students select the courses from the following categories:

- Any course with the following prefixes: BIO, CEN, CHM, CIS, ECE, EGR, MLS, MNE, PHY
- Courses from other Departments, as listed individually here: NUR 105, NUR 303, NUR 304, NUR 485, TEC 303, TES 110, TES 105, TES 201, TES 462

Social Science Electives – 6 credits total must be taken. Students select the courses from the following categories.

Any course with the following prefixes: ANT, ECO, PSC, PSY, SOC