

Q.U. UNDERGRADUATE DEGREE REQUIREMENTS - BONAVENTURE AND MAJOR

B.S. - MARKETING

(120 HRS)

CATALOG YEAR: 2023-2024

DATE AA / AS AWARDED _____

NAME _____ ID# _____

BONAVENTURE PROGRAM

A. UNIVERSITY COURSES

Grade Credit IP/Sem*
(0 hours)

DG: Courses met by major requirement ECO 423

BPP 410 - Bonaventure Program Portfolio _____ 0 _____

B. WRITTEN/ORAL COMMUNICATION (9 hours)

ENG 111 - W: Composition _____ 3 _____

ENG 112 - W: Composition & Texts _____ 3 _____

COM 101 - Fund of Public Speaking ® _____ 3 _____

WRITING-ENRICHED COURSES

MGT 300 COM 382 BUS 497

C. PHILOSOPHY/THEOLOGY/ETHICS (12 hours)

TRS 116 - G: Western Rel Traditions ® _____ 3 _____

Theology TRS _____ ® _____ 3 _____

Philosophy PHI _____ 0/3 _____

PHI if the Ethics requirement is met outside of the PHI prefix

____-Ethics (E:) (PHI 327 recommended) ® _____ 3 _____

E: course must be at 300 level or above

D. HUMANITIES/FINE ARTS (6 hours)

Eng Lit - 200 level or above _____ 3 _____

Art, Music, Theatre or Film _____ 3 _____

E. SOCIAL SCIENCES (6 hours)

PSY 100 - Intro to Psychology ® _____ 3 _____

ECO - Met by Major requirements _____ 3 _____

History HIS _____ 3 _____

F. NATURAL SCIENCES/MATH (10-11 hours)

Life Sciences (BIO 111 recommended)+ _____ 3/4 _____

Physical Sciences (SCI 115 recommended)+ _____ 3/4 _____

MAT 124/125-College Algebra or higher ® _____ 3 _____

+One science course needs a lab

®Required: not waived with AA/AS Degree

G. REQUIRED SUPPORT COURSES

Grade Credit IP/Sem*

Language of Business (18 hours)

ACC 121 - Prin of Financial Acct _____ 3 _____

ACC 221 - Management Acct _____ 3 _____

BUS 215 - Business Law _____ 3 _____

ECO 222 - Prin of Macro-Econ _____ 3 _____

ECO 223 - Prin of Micro-Econ _____ 3 _____

ECO 225 - Business Statistics _____ 3 _____

H. MAJOR REQUIREMENTS

1. Common Body of Knowledge (16 hours)

MGT 300 - W:Principles of Management (FA) _____ 3 _____

FIN 315 - Business Finance _____ 3 _____

MKT 331 - Principles of Marketing (SP) _____ 3 _____

COM 382 - W:Business Communication _____ 3 _____

BUS 497 - W:Strategic Management (SP) _____ 4 _____

(Grade of 'C' or better required in BUS 497)

2. Marketing Requirements (18 hours)

MKT 338 - Advertising (FA) _____ 3 _____

MKT 340 - Integrated Marketing (FA) _____ 3 _____

MGT 342 - Theory of Organiz Behavior (SP) _____ 3 _____

MKT 362 - Consumer Market Behavior (SP) _____ 3 _____

MKT 432 - Market Research (SP) _____ 3 _____

ECO 423 - DG:Int'l Economics & Bus **® _____ 3 _____

Students need a Cumulative Major G.P.A. of 2.0 and no

more than two major courses (section H) below a 'C' for

degree completion.

I. ELECTIVES-OUTSIDE OF MARKETING (24-25 hours) (100-400 level)

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

UNDERGRADUATE DEGREE REQUIREMENTS

QUANTITATIVE AND RESIDENCY

- _____ Complete ≥ 120 hrs
- _____ Complete ≥ 39 hrs at the 300-400 course level
- _____ Meet major requirements as set in Academic Catalog
- _____ Complete ≥ 27 hrs at 200-400 level with ≥ 21 hrs at QU
- _____ Complete ≥ 30 hrs in residency with ≥ 21 hrs in major
- _____ Complete ≥ 56 hrs at a 4-year institution

QUALITATIVE

- _____ A minimum cumulative GPA of 2.0 overall
- _____ A minimum GPA of 2.0 in major and relevant minor coursework

Quincy University coursework is measured by Semester Hour. Quarter Hour transfer work will be transferred in as the equivalent Semester Hour.

TRANSFER STUDENTS WITH A.A. OR A.S. DEGREE

Most Bonaventure Program requirements are fulfilled except:

- _____ 2 Theology courses (one course may transfer in)
- _____ 1 300 level Ethics (E:) course
- _____ 1 Philosophy course if the (E:) Ethics requirement is met outside of the PHI prefix (unless a Philosophy course is transferred in)
- _____ 1 Diversity (D:) or Global (G:) course
- _____ 2 Writing-Enriched (W:) courses

SERVICE LEARNING HOUR REQUIREMENTS

Students must complete 30 hours. Transfer students who have transferred 24-47.9 hours must complete 20 hours. Those who have transferred 48 hours or more must complete 10 hours. See the QUEST Center for details.