

Q.U. UNDERGRADUATE DEGREE REQUIREMENTS - BONAVENTURE AND MAJOR

B.S. - MARKETING (120 HRS)

CATALOG YEAR: 2019-2020

DATE AA / AS AWARDED _____

NAME _____ ID# _____

BONAVENTURE PROGRAM

	Grade	Credit	IP/Sem*
A. UNIVERSITY COURSES (0 hours)			
DG: Courses met by major requirement ECO 423			
BPP 410 - Bonaventure Program Portfolio _____		0	

***D:/G: courses - one needs to be at least at the 100 level and one at the 200 level or above. Global course will be waived if student has spent one semester abroad.*
***D:/G: courses can meet requirements both here and in other areas of the checklist (hours count once)*

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	
<i>Transfer students with 24 credit hours may take any theology course for TRS 116</i>			
Theology TRS _____ ® _____		3	
Philosophy PHI _____		0/3	
<i>PHI if the Ethics requirement is met outside of the PHI prefix</i>			
____-Ethics (E:) (PHI 327 recommended) ® _____		3	
<i>E: course must be at 300 level or above</i>			

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 _____			
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	
<i>+One science course needs a lab</i>			

®Required: not waived with AA/AS Degree

	Grade	Credit	IP/Sem*
G. REQUIRED SUPPORT COURSES			
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	
<i>(Grade of 'C-' or better required in BUS 497)</i>			

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	
<i>A 2.0 GPA is required in major courses. The student can receive a grade lower than "C-" in only two of the major courses.</i>			

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

Certain courses are usually offered in one semester (FA/SP). Check with the your advisor for scheduling changes.

UNDERGRADUATE DEGREE REQUIREMENTS

QUANTITATIVE AND RESIDENCY

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

QUALITATIVE

- A minimum cumulative GPA of 2.0 in all classes
- A minimum GPA of 2.0 in major and/or minor courses

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

All Bonaventure Program courses are fulfilled with the exception of any two 3 SH TRS, a 300 level Ethics (E:) course, a Diversity (D:) course, a Global (G:) course, two writing-enriched (W:) courses, and any other major requirements.

SERVICE LEARNING REQUIREMENTS

Students must complete 30 hours of service learning, except students who have transferred 24 to 47.9 SH must complete 20 hours, or 48 or more SH must complete 10 hours.