West Chester University
B.S. in Marketing through
the Honors College
Advisement Sheet
Effective for students entering Fall ’19 and later.

Indicate all the courses you have taken at WCU or transferred for credit. For completed courses, also list the grades. Mark an asterisk (*) beside courses you are currently taking.

I. BUSINESS & ECONOMICS CORE
& BUSINESS ELECTIVES (45-46 s.h.)
A minimum grade of C must have been earned in all marketing courses and the following courses in the business core. To enroll in 300-400 level courses, the following courses must have been successfully completed: ACC201, ECO 111, 112, and 251, MGT200, MKT 250, and MAT 143 or 161.

<table>
<thead>
<tr>
<th>Course</th>
<th>Grade</th>
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<tbody>
<tr>
<td>ACC201 ___ (Prin. of Acc. I)</td>
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<td>ACC202 ___ (Prin. of Acc. II)</td>
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<tr>
<td>BLA201 ___ (Business Law)</td>
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<td>ECO111 ___ (Econ. I - Macro)</td>
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<td>ECO112 ___ (Econ. II - Micro)</td>
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<td>ECO251 ___ (Analysis I)</td>
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<td>ECO351 ___ (Analysis II)</td>
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<td>FIN325 ___ (Corp. Finance)</td>
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<td>MAT143 ___ (Business Calc.) or</td>
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<td>MAT161 ___ (Calculus I)</td>
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<tr>
<td>MGT200 ___ (Manage. Prin.)</td>
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<td>MGT313 ___ (Bus. &amp; Society)</td>
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<td>MGT341 ___ (Prod. &amp; Oper.)</td>
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<td>MGT499 ___ (Policy/Strategy)</td>
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<tr>
<td>MKT250 ___ (Principles of Marketing)</td>
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<tr>
<td>CSC112 ___ (Programming) or</td>
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<td>GEO104 ___ (Geospatial Tech)</td>
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II. MAJOR CONCENTRATION
COURSES (24 s.h.)

<table>
<thead>
<tr>
<th>Course</th>
<th>Grade</th>
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<tbody>
<tr>
<td>MKT330 ___ (Consumer Behavior)</td>
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<td>MKT360 ___ (Market. Research)</td>
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<td>MKT425 ___ (Strategy &amp; Plan.)</td>
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Five 300-400 level MKT courses:

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Note: a minimum of 15 credits in 300-400 level MKT courses and a minimum of 30 credits in business courses must be completed at WU.

III. HONORS COLLEGE CORE
SEQUENCE for GEN ED (30 s.h.)

<table>
<thead>
<tr>
<th>Course</th>
<th>Grade</th>
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<tr>
<td>HON 100 ___ (Self Awareness)</td>
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<td>HON 211 ___ (Public Discourse)</td>
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<td>HON 212 ___ (Ethics &amp; Technology)</td>
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<td>HON 310 ___ (Community Change)</td>
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<td>HON 311 ___ (Stewardship and Civic Responsibility)</td>
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<td>HON 312 ___ (Educational Systems) or</td>
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<td>HON 322 ___ (Leading Change ELL)</td>
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<td>HON 313 ___ (Public Opinion)</td>
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<td>HON 314 ___ (Environ. Systems)</td>
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<td>HON 315 ___ (Community &amp; Arts)</td>
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<td>MAT ___ X^</td>
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<td>SCI ___     ^^</td>
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^ Fulfilled from major requirements
^^HON 122 - Computer Science for Social Justice - recommended

IV. ADDITIONAL HONORS
COLLEGE REQUIREMENTS (9 s.h.)

A) Two HON seminars at the 320 level or above (except 322)

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<th>Course</th>
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<tbody>
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<td>HON ___</td>
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<td>HON ___</td>
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B) Capstone Project*

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<tr>
<td>HON 490</td>
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NOTE: *Enrollment upon core completion: ideally 6th or 7th semester.

V. DIRECTED ELECTIVES
Take electives to complete 120 credits. The actual number required will vary depending upon (among other issues) the number of 4 credit courses selected, option to complete a double major and/or a minor(s).

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Bring this sheet with you whenever you meet with your advisor about scheduling or course planning!

(Revised May 2020)