

AAS Applied Marketing

Professional Core

ACCT-211	Financial Accounting	4	_____
MGMT 210	MIS Concepts & Applications	4	_____
FINA-331	Financial Management I	3	_____
OMGT 305	Methods of Stats R & A	3	_____
OMGT 402	Personal Values	3	_____
MGMT-341	Principles of Management	3	_____
OMGT 302	Effective Pers. & Org. Concepts	3	_____

23 SCH

Marketing Major

MKTG 352	Consumer Behavior	3	_____
MKTG 354	Retail Management and E-commerce	3	_____
MKTG-455	Sports, Recreation, and Event Marketing	3	_____
MKTG-456	International Marking	3	_____
MGMT-447	Production & Operations Management	3	_____
MGMT-449	Strategic Management	4	_____
MGMT-448	Organizational Behavior	3	_____

22 SCH

Additional Requirements

1. Cumulative GPA for business courses must be 2.5 with no business course grade lower than 2.0.
2. Students must earn **128 SCH** total, including **43 SCH** of upper division (300 & 400 level) credit, to meet graduation requirements. Transfer business students must earn **15 SCH** of credit by taking business courses.
3. Students must complete at least the last **30 SCH** of credit by taking Viterbo University course work.
4. All transferred course work must have a grade of at least C.

Credits to be taken at Viterbo

Professional Core	23
Marketing Major	22
Gen. Education	21

**Total: 66**

Notes:

BLAW taken at Western counts towards 8 CPC areas  
Marketing Major covers another CPC area

