

# 2010-2011 Catalog - Bachelor of Business Admin w/major in Marketing for students with an AAS degree in Marketing from WTC

**General Education Preparation**                      42 SCH \_\_\_\_\_  
(See Reverse Side for Details) Including:

**Professional Core & Support**                                      28 SCH \_\_\_\_\_

ACCT 211	Financial Accounting	3	_____
FINA 331	Managerial Finance	3	_____
MGMT 210	Management Concepts & Applications	4	_____
MGMT 341	Principles of Management	3	_____
MGMT 448	Organizational Behavior	3	_____
MGMT 449	Strategic Management	3	_____
OMGT 302	Business Communications	3	_____
OMGT 305	Managerial Statistics	3	_____
OMGT 402	Ethical Leadership and Sustainability	3	_____

**Major Requirements**                                                              15 SCH \_\_\_\_\_

MKTG 352	Consumer Behavior	3	_____
MKTG 354	Retail Management & E-Commerce	3	_____
MKTG 450	Integrated Marketing	3	_____
MKTG 456	International Marketing	3	_____
SPML 455	Sport and Event Marketing	3	_____

**Additional Requirements**

1. Associate degree awarded at WTC May 2006 or later.
2. Cumulative GPA for business courses must be 2.5 with no business course grade lower than 2.0.
3. Students must earn **128 SCH**, including **43 SCH** of upper division (300 & 400 level) credits to meet graduation requirements. Transfer business students must earn at least **15 SCH** in DSOB.
4. Students must complete the last **30 SCH** at Viterbo University.
5. All transferred course work must have a grade of at least C.

**Credits Taken at Viterbo University**

General Education Requirements	21
Professional Core	28
Major Requirements	15
<b>Total</b>	<b>64</b>

**Notice of Waivers & Comments**

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(Notice: This sheet is for advising purposes only; official degree audit and Viterbo University's catalog are to be used to determine final "official" degree requirements.)

