

COLLEGE OF CHARLESTON

Honors College General Education Requirements for B.S. in BUSINESS ADMINISTRATION with Marketing Concentration

A. English Composition (6 hours): HONS 105 _____

HONS 106 _____

B. History (6 hours): HONS 120 _____

HONS 130 _____

*If AP credit for HIST 101 & 102, student is exempt from HONS 130. HONS 120 & 130 satisfy 6 hours of the Humanities requirement, in addition to the History requirement.

C. Natural Science Sequence (8 hours): _____

* Eight hours in one of the following: BIOL, CHEM, GEOL, or PHYS or ASTR

D. Math Requirement: MATH 120 or

HONS 115 _____

MATH 250 _____

E. Foreign Language Requirement: _____

*Completion through 202 or exemption test. Student must take a subsequent course with a "C" or better to obtain credit for courses they place out of within the first year at CofC.

F. Humanities: _____

*6 hours from literature, fine arts, (excluding studio art, practice & performance of music, stagecraft), religious studies, history (excluding HIST 101 & 102) or philosophy (excluding PHIL 215, 216 & 127). You can also satisfy some or all of the Humanities requirement with Honors Humanities courses. 6 credits are satisfied with HONS 120 & 130.

G. Social Science: ECON 201 or

HONS 211 _____

ECON 202 or

HONS 212 _____

H. Additional Honors Classes _____

I. Tutorial/Independent Study (3 hours): _____

J. Bachelor's Essay (6 hours): _____

REQUIREMENTS FOR B.S. IN BUSINESS ADMINISTRATION (54 hours)
Marketing Concentration

You must achieve a minimum cumulative GPA of 2.00 in major area courses: (ACCT 203-499; BLAW 205; DSCI 232; BLAW 300-499; DSCI 300-499; ECON 201-499; FINC 300-499; HTMT 300-499; MGMT 300-499; MKTG 300-499; TRAN 300-499).

CORE COURSES (36 hrs):

		Credits	Prerequisite Notes
ACCT 203	Financial Accounting	_____ (3)	_____
ACCT 204	Managerial Accounting	_____ (3)	_____
ECON 201	Principles of Macroeconomics		
or			
HONS 211		_____ (3)	_____
ECON 202	Principles of Microeconomics		
or			
HONS 212		_____ (3)	_____
BLAW 205	Legal Environment of Business	_____ (3)	_____
DSCI 232	Business Statistics	_____ (3)	_____
DSCI 300	Management Information Systems	_____ (3)	_____
DSCI 304	Production and Operations Management	_____ (3)	_____
FINC 303	Business Finance	_____ (3)	_____
MGMT 301	Management and Organizational Behavior	_____ (3)	_____
MKTG 302	Marketing Concepts	_____ (3)	_____
MGMT 408	Business Policy	_____ (3)	_____

CONCENTRATION (12 hrs):

MKTG 320	Marketing Research	_____ (3)	_____
MKTG 326	International Marketing	_____ (3)	_____
MKTG 329	Consumer Behavior	_____ (3)	_____
MKTG 425	Marketing Management	_____ (3)	_____

CONCENTRATION ELECTIVES (6 hrs): Choose two courses from HTMT 353, MGMT332, TRAN 312, or MKTG 3xx – 4xx (Except MKTG 302 which is included in the core requirements).

Elective	_____	(3)	_____
Elective	_____	(3)	_____

*MATH 120 or HONS 115 and MATH 250 are required courses for majors.