

# Q.U. UNDERGRADUATE DEGREE REQUIREMENTS - BONAVENTURE AND MAJOR

**B.S. - MARKETING (120 HRS)**

CATALOG YEAR: 2021-2022

DATE AA / AS AWARDED \_\_\_\_\_

NAME \_\_\_\_\_ ID# \_\_\_\_\_

**BONAVENTURE PROGRAM**

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

<b>B. WRITTEN/ORAL COMMUNICATION (9 hours)</b>			
ENG 111 - W: Composition _____	_____	3	_____
ENG 112 - W: Composition & Texts _____	_____	3	_____
COM 101 - Fund of Public Speaking ® _____	_____	3	_____

<b>WRITING-ENRICHED COURSES</b>			
MGT 300 _____	COM 382 _____	BUS 497 _____	

<b>C. PHILOSOPHY/THEOLOGY/ETHICS (12 hours)</b>			
TRS 116 - G: Western Rel Traditions ® _____	_____	3	_____
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>			

<b>D. HUMANITIES/FINE ARTS (6 hours)</b>			
Eng Lit - 200 level or above _____	_____	3	_____
Art, Music, Theatre or Film _____	_____	3	_____

<b>E. SOCIAL SCIENCES (6 hours)</b>			
PSY 100 - Intro to Psychology ® _____	_____	3	_____
ECO - Met by Major requirements _____	_____	3	_____
History HIS _____	_____	3	_____

<b>F. NATURAL SCIENCES/MATH (10-11 hours)</b>			
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*
<b>G. REQUIRED SUPPORT COURSES (18 hours)</b>			
<b>Language of Business</b>			
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	_____

<b>H. MAJOR REQUIREMENTS</b>			
<b>1. Common Body of Knowledge (16 hours)</b>			
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>			

<b>2. Marketing Requirements (18 hours)</b>			
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>			

<b>I. ELECTIVES-OUTSIDE OF MARKETING (24-25 hours) (100-400 level)</b>			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**UNDERGRADUATE DEGREE REQUIREMENTS**

**QUANTITATIVE AND RESIDENCY**

\_\_\_\_ Complete ≥ 120 hrs

\_\_\_\_ Complete ≥ 39 hrs at the 300-400 course level

\_\_\_\_ Meet major requirements as set in Academic Catalog

\_\_\_\_ Complete ≥ 27 hrs at 200-400 level with ≥ 21 hrs at QU

\_\_\_\_ Complete ≥ 30 hrs in residency with ≥ 21 hrs in major

\_\_\_\_ Complete ≥ 56 hrs at a 4-year institution

**QUALITATIVE**

\_\_\_\_ A minimum cumulative GPA of 2.0 overall

\_\_\_\_ A minimum GPA of 2.0 in major and relevant minor coursework

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Quincy University coursework is measured by Semester Hour. Quarter Hour transfer work will be transferred in as the equivalent Semester Hour.

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

Most Bonaventure Program requirements are fulfilled except:

\_\_\_\_ 2 Theology courses (one course may transfer in)

\_\_\_\_ 1 300 level Ethics (E:) course

\_\_\_\_ 1 Philosophy course if the (E:) Ethics requirement is met outside of the PHI prefix (unless a Philosophy course is transferred in)

\_\_\_\_ 1 Diversity (D:) or Global (G:) course

\_\_\_\_ 2 Writing-Enriched (W:) courses

**SERVICE LEARNING HOUR REQUIREMENTS**

Students must complete 30 hours. Transfer students who have transferred 24-47.9 hours must complete 20 hours. Those who have transferred 48 hours or more must complete 10 hours. See the QUEST Center for details.

\*IP/Sem = In progress. Indicate semester (e.g. FA21)