JOHN CABOT UNIVERSITY - GRADUATION CHECKLIST BACHELOR OF ARTS IN MARKETING

A. PROFICIENCY & GENERAL DISTRIBUTION REQUIREMENTS

ENGLISH	Course	TERM	GRADE		SOCIAL SCIENCES, HUMANITIES, FINE ARTS C AT LEAST 7COURSES	Course Term	GRADE
EN 103 (C or higher prereq. for EN 110) EN 105 (C or higher prereq. for EN 110) EN 110 (C or higher required) EN LIT (Required) course				- 	Social Sciences: at least 2 courses from COM, EC, POL, PS		
EN LIT or Approved Substitute (TH 340, TH 341, ITS 292, CL 278)				- -	Humanities: at least 2 courses from HS, EN LIT, PH, RL		
MATHEMATICS & SCIENCE MA 101 (C- or higher required) MA/NS/CS MA/NS/CS	Course	TERM	GRADE	- -	Fine Arts: at least 1 courses fromAH, AS, MUS, CW		
Foreign Language First Course Second Course	Course	TERM	GRADE	_ _	GENERAL ELECTIVES Sufficient to give a total of 120 credits		
B. CORE COURSES							
BUS 220 Business Communications EC 201 Principles of Microeconomics		COURSE	TERM	GRADE	C. ADDITIONAL MARKETING REQUIREMENT CS 110 Microcomputer Apps		erm G rade
EC 202 Principles of Macroeconomics FIN 301 Finance					FIN 201 Financial Accounting		
MKT 301 Principles of Marketing					FIN 202 Managerial Accounting MA 208 Statistics I		
MKT 302 Service Marketing					MA 209 Statistics II		
OR MKT 304 New Product Managemen MKT 305 Market and Marketing Resear							
MKT 310 Consumer Behavior				_			
MKT 320 Integrated Marketing Comm.							
MKT 490 Strategic Marketing Managem	nent			_			
D. MAJOR ELECTIVES							
4 UPPER DIVISIO	N COURSES	FROM:					
BUS, FIN, MGT, N	MKT, EC, (COM or C	:S				
	RM	GR	ADE				
1 2							
3							
4							
E. MINOR IN			-	ı	M INOR IN		
			;		6		
Total of 6 courses (check the catalogue for No more than 2 courses may apply to both					6 courses (check the catalogue for specific requee than 2 courses may apply to both the major a	and minor	
	TERM	GRADE			COURSE TERM GRADE		
1 st course 2 nd course					1 st course 2 nd course	_	
3 rd course			2 course 3 rd course				
4 th course					4 th course	- 	
5 th course				5 th course			
6 th course					6 th course		