

Penn State Brandywine
Recommended Academic Plan 2011-12

Business (BSB)
Management & Marketing Option (MKTG Focus)

Updated September 29, 2011 vmg3@psu.edu

Semester 1	Credits	Semester 2	Credits
ENGL 15 or 30 (GWS): Rhetoric & Composition	3	CAS 100A (GWS) Effective Speech	3
<i>Math Requirement (GQ) or Elective</i>	3-4	<i>Math 22 (GQ) or Elective: College Algebra II [2]</i>	3
GN	3	<i>ECON 104 (GS) or 102 Macro- or Micro-economics</i>	3
GA	3	GN	3
GH (US) [1]	3	GH	3
Total Credits:	15-16	Total Credits:	15
Semester 3	Credits	Semester 4	Credits
ACCTG 211 Fin & Mgr Accounting	4	ENGL 202D (GWS) Business Writing	3
<i>Math 110 or Math 140 [2](GQ) Calculus I</i>	4	<i>STAT 200 or SCM 200 (GQ) Statistics</i>	4
MIS 204 Business Info Systems	3	B A 243 Social, Legal, Ethical Environ of Business	4
<i>ECON 102 (GS) or 104 Micro- or Macro-economics</i>	3	GA	3
GHA	3	GN	3
Total Credits:	17	Total Credits:	17
Semester 5	Credits	Semester 6	Credits
B A 321 Contemporary Skills for Bus Professionals	3	B A 322 Ind/Interpersonal Effectiveness for Business	3
FIN 301 Corporate Finance	3	IB 303 (IL) [1] Intl Business Operations	3
MGMT 301 Mgmt Concepts	3	MKTG 330 Consumer Behavior	3
MKTG 301 Principles of Marketing	3	MKTG 342 Marketing Research	3
SCM 301 Supply Chain Management	3	ENG 419 or CAS 250 or CAS 252 or CAS 352	3
Total Credits:	15	Total Credits:	15
Semester 7	Credits	Semester 8	Credits
B A 420 Planning for Internship [3]	1	B A 422W Strategic Business Planning	3
B A 421 Project Management	2	B A 495A or 495B or 495C Internship or Research Paper	6
MKTG 422 Advertising & Sales Promotion or MKTG 327 Retailing	3	Free elective	3
MKTG 450W Marketing Strategy	3		
MGMT 321 Leadership & Motivation	3		
Free elective	3		
Total Credits:	15	Total Credits:	12

- **Bold** type indicates courses requiring a quality grade of C or better.
- *Italic* type indicates courses that satisfy both major and General Education requirements.
- GWS, GQ, GHA, GN, GA, GH, and GS are codes used to identify General Education requirements.
- 3/6/9 rule allows students to vary number of credits in GA, GH and GS requirements.
- W is the code used to designate courses that satisfy University Writing Across the Curriculum requirement.
- RAP sheets do not replace, and are subordinate to, the Elion Degree Audit. Minimum of 120 credits required.

Academic Advising Notes:

- *Students should consult with an adviser when scheduling courses.*
- 18 credit hours in option, 3 of which are in Communications or English (see Degree Audit or above).

[1] Students must complete three (3) credits of United States Cultures (US) and three (3) credits of International Cultures (IL) as part of General Education.

[2] MATH 110 or 140 required for graduation requirements. MATH 22 or higher required for Entrance-To-Major requirements.

[3] See Advisor for Internship Preparation (BA 495A or BA 495B or BA 495C).

Academic Planning Grid 2012 – 2016

Business

Course	Fall 2012	Spring 2013	Fall 2013	Spring 2014	Fall 2014	Spring 2015	Fall 2015	Spring 2016
ACCTG 211	X	X	X	X	X	X	X	X
ECON 102	X	X	X	X	X	X	X	X
ECON 104	X	X	X	X	X	X	X	X
MIS 204	X	X	X	X	X	X	X	X
B A 243	X	X	X	X	X	X	X	X
B A 321	X		X		X		X	
B A 322		X		X		X		X
FIN 301	X	X	X	X	X	X	X	X
MGMT 301	X	X	X	X	X	X	X	X
MKTG 301	X	X	X	X	X	X	X	X
IB 303		X		X		X		X
SCM 301	X		X		X		X	
B A 420	X	X	X	X	X	X	X	X
B A 421	X	X	X	X	X	X	X	X
B A 422W		X		X		X		X
B A 495A or 495C		X		X		X		X

Financial Services Option

Course	Fall 2012	Spring 2013	Fall 2013	Spring 2014	Fall 2014	Spring 2015	Fall 2015	Spring 2016
FINSV 400	X		X		X		X	
FINSV 411	X		X		X		X	
FINSV 420	X		X		X		X	
RM 302		X		X		X		X
RM 303				X				X
ECON 351					X			

Management / Marketing Option

Course	Fall 2012	Spring 2013	Fall 2013	Spring 2014	Fall 2014	Spring 2015	Fall 2015	Spring 2016
MGMT 321	X		X		X		X	
MGMT 326		X		X		X		X
MGMT 431	X				X			
MGMT 451W				X				X
MGMT 461		X				X		
MGMT 341	X		X		X		X	
MKTG 330		X		X		X		
MKTG 342		X		X		X		X
MKTG 327			X				X	
MKTG 422	X		X		X		X	
MKTG 445			X				X	
MKTG 450W	X				X			
MKTG 4xx		X		X		X		X

* required course

2BACC Program

Course	Fall 2012	Spring 2013	Fall 2013	Spring 2014	Fall 2014	Spring 2015	Fall 2015	Spring 2016
MKTG 220				X		X		
B A 250			X		X			

This grid should be used only for planning purposes, as minor adjustments may be needed to accommodate need. Always consult with your Academic Adviser and the online Schedule of Courses.