

**Messiah College**  
**Marketing (B.S.)**  
**Requirements for students matriculating in 2015-16**

		<b>HACC Course Options</b>	
<b>Major requirements</b>	<b>Credits</b>		<b>Credits</b>
<a href="#">[ACCT 141]</a> Financial Accounting	3	ACCT 101	
<a href="#">[ACCT 242]</a> Managerial Accounting	3	ACCT 200	
<a href="#">[CIS 190]</a> Strategic Use of Information Technology	3	CIS 105	
<a href="#">[BUSA 102]</a> Opportunities in Business	1	BUSI 101	
<a href="#">[BUSA 120]</a> Principles of Management	3	MGMT 201	
<a href="#">[BUSA 350]</a> Financial Management	3		
<a href="#">[BUSA 356]</a> Decision-Making Tools in Management	3		
<a href="#">[BUSA 381]</a> Business Law I: The Legal Foundation for Business	3	BUSI 201	
<a href="#">[BUSA 459]</a> Strategic Management*	3		
<a href="#">[ECON 120]</a> Principles of Macroeconomics	3	ECON 201	
<a href="#">[ECON 220]</a> Principles of Microeconomics	3	ECON 202	
<a href="#">[MRKT 230]</a> Marketing Principles	3	MKTG 201	
<a href="#">[MRKT 333]</a> Consumer Behavior	3		
<a href="#">[MRKT 337]</a> Advertising	3		
<a href="#">[MRKT 339]</a> Market Research	3		
<a href="#">[MRKT 438]</a> Marketing Management and Strategy	3		
<a href="#">[STAT 281]</a> Applied Statistics for Management	3		
<i>Three to four credits from the following (3-4):</i> <a href="#">[MATH 107]</a> Applied Mathematics for Management (3) <a href="#">[MATH 108]</a> Intuitive Calculus with Applications (3) <a href="#">[MATH 111]</a> Calculus I (4)	3-4	MATH 110 required (MATH 103 will not transfer) MATH 121	
<i>Six credits from the approved Marketing electives (6) below:</i>	6		
<b>Experiential Learning requirement</b>	0		

<b>QuEST requirements</b>	<b>Credits</b>	<b>HACC Courses</b>	
First Year Seminar	3	ENGL 101 (if taken after high school)	
Oral Communication	3	COMM 101 or SPCH 101	
Created and Called for Community (W)	3	<i>Messiah Course</i>	
Mathematical Sciences (MATH 107,108 or 111)	met/major	-	-
Laboratory Science	3 or 4	See list below	
Science, Technology & the World	3	<i>Messiah Course</i>	
Social Science (ECON 120)	met/major	-	-

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European History or U.S. History	3	<u>European History:</u> HIST 111, 201, 202  <u>US History:</u> HIST 103, 104, 107	
Literature	3	Any ENGL Literature 201 or higher	
Philosophy and Religion	3	PHIL 101	
Arts	3	ARCH 111; ART 102, 105, 107, 121, 151, 171; MUS 102, 104, 110, 119, 210; THEA 101, 110, 111	
First Semester of Language	3	Any Modern Language 1 <sup>st</sup> Level	
Second Semester of Language	3	Any Modern Language 2 <sup>nd</sup> Level	
Third Semester of Language or Cross Cultural (Messiah Course)	3	Any Modern Language Intermediate Level	
Non-Western Studies	2-3	ANTH 205, 210, HIST 101, 102	
Bible	3	<i>Messiah Course</i>	
Christian Beliefs	3	<i>Messiah Course</i>	
Wellness	1	Any <b>two</b> Messiah WELL 100 Equivalent Courses	2
Ethics, World Views, <b>or</b> Pluralism	3	<i>Messiah Course</i>	
QuEST requirements	48-50		
Major requirements	58-59		
Free Electives	17-14		
<b>Total</b>	<b>123</b>		

\*Fulfills Writing enriched course requirement for major.

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**Science courses that count toward the QuEST Lab Science requirement for non-Science majors:**

<b>Messiah Course</b>		<b>HACC Course</b>	
<u>BIOL 102</u>	Bioscience	<u>ENSP 180</u>	Introduction to Environmental
<u>CHEM 102</u>	Chemistry for Living	<u>CHEM 100</u>	Principles of Chemistry
<u>CHEM 102</u>	Chemistry for Living	<u>CHEM 113</u>	Chemistry for the Nonscientist
<u>BIOL 258</u>	Human Biology	<u>BIOL 111</u>	Introduction to Human Biology
<u>SCIE 100</u>	Gen Ed. Lab Science Elect	<u>BIOL 108</u>	Intro to Biological Science
<u>SCIE 100</u>	Gen Ed Lab Science Elective	<u>ASTR 104</u>	Intro Stellar Astronomy
<u>SCIE 100</u>	Gen. Ed Lab Elective	<u>ENVS 201</u>	Intro to Environmental Science
<u>SCIE 100</u>	Gen Ed Lab Science Elective	<u>ASTR 103</u>	Intro to Planetary Astronomy
<u>SCIE 100</u>	Gen Ed Lab Science Elective	<u>PHSC 114</u>	Intro Physical Science II
<u>SCIE 100</u>	Gen Ed Lab Science Elective	<u>METR 101</u>	Weather and Climate

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