



Tennessee Wesleyan UNIVERSITY

GOODFRIEND SCHOOL OF BUSINESS Marketing Emphasis

Name: _____ Entry Year: _____
Transfer Hrs. _____ Intent Filed: _____

Wesleyan Essentials (48-51 s.h.)

Written Word¹ (6 s.h. total)

E 101 Composition I (3)____
E 102 Composition II (3)____

Spoken Word: Choose from (6 s.h. total):

French or Spanish I/II (3)____
E 321
E 322 (3)____
SP 101 (3)____

Artist's Expression⁵ Choose from (6 s.h. total)

Art, Communication,
Literature, Music or (3)____
Theater (3)____

Western Heritage³ (9 s.h. total)

R____ Religion (3)____
PH or History____ (3)____
Hist., PH, or Religion____ (3)____

Cultural Diversity² (6 s.h. total) Choose two

Art, History, Literature, Music, (3)____
Philosophy, Religion or Theater (3)____

Scientific Perspectives (9 s.h. total)

Math or Statistics (3)____
Biology, Chemistry, or Physics (3)____
Math, Stat., Bio., Chem., or Phy. (3)____

Societal Perspectives² (6 s.h. total) Choose two

from:
Criminal Justice, Economics
Political Science, Psychology (3)____
Sociology, Social Work (3)____

TWU 101 Freshman Orientation I⁴ (2)____

BA Core

BA 201 Principles of Accounting I (3)____
BA 202 Principles of Accounting II (3)____
CA 218 Introduction to Microcomputer Applications
or MIS 328 Business Information Applications (3)____
BA 221 Legal Environment of Business (3)____
BA 315 Business Communications (3)____
BA 321 Principles of Management (3)____
BA 351 Principles of Marketing (3)____
BA 410 Business Strategy (3)____
BA/EC 251 Principles of Macroeconomics (3)____
BA/EC 252 Principles of Microeconomics (3)____
BA/M 300 Business Statistics (3)____
BA/EC 335 Corporate Finance (3)____

Marketing Emphasis: (18 hours)

BA 341 Integrated Marketing Communications (3)____
BA 343 Buyer Behavior (3)____
BA 386 International Marketing (3)____
BA 481 Retail and E-Marketing (3)____
BA 486 Logistics and Supply Chain Management (3)____
BA 491 Marketing Management (3)____

Electives to complete 120 hours

NOTES: Semester Hours required for Degree:120; 60 Hours MUST be from a four-year institution, 30 being done at TWU.

¹An additional writing intensive course must be completed.

²Students must complete courses from two separate disciplines.

³Students must complete one religion course and a History or Philosophy course.

⁴Required of all new Freshman and transfer students with fewer than 15 semester hours

⁵Students must complete courses from two separate disciplines; one course in this category only may be embedded in the major.

⁶Students must complete one Writing Intensive course from either General Education courses or major course offerings.