

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)

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

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

French or Spanish I/II (3)____
 ENG 321 _____
 ENG 322 (3)____
 SPE 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)

REL _____ (3)____
 History _____ (3)____
 HIS/PHI/HIS _____ (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)____
 Bio/Chem/Phy/Env Sci (3)____
 Math/ Bio/Chem/Phy/Env Sci (3)____

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

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

BA Core

BUS 201 Principles of Accounting I (3)____
 BUS 202 Principles of Accounting II (3)____
 BUS 218 Introduction to Microcomputer Apps (3)____
 BUS 221 Legal Environment of Business (3)____
 BUS 315 Business Communications (HIP) (3)____
 BUS 321 Principles of Management (3)____
 BUS 351 Principles of Marketing (3)____
 BUS 410 Business Strategy (HIP) (3)____
 BUS 251 Principles of Macroeconomics (3)____
 BUS 252 Principles of Microeconomics (3)____
 BUS 300 Business Statistics (3)____
 BUS 335 Corporate Finance (3)____

Marketing Emphasis: (18 hours)

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

Courses/Electives to complete 120 hours

The Bulldog Connection

- TWU 101/102
 Cultural Diversity Courses (2)
 Major Embedded High Impact Course _____
 Capstone Course _____

TWU 101/102⁴ (3)____

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

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.