

**West Chester University
Accelerated B.S. in
Marketing to Master of
Public Administration
Program
through the Honors
College Advisement
Sheet**

Effective for students entering Fall '25
and later.

*Indicate all the courses you have
taken at WCU or transferred for
credit. For completed courses, also
list the grades. Mark an asterisk (*)
beside courses you are currently
taking.*

The grade of C or better is necessary in
all management and core courses listed
below. To enroll in 300-400-level
courses, the following courses must have
been successfully completed: ACC201,
ECO 111, 112, and 251, MGT200, MKT
250, MAT 143 or 161 and Excel
proficiency test.

I. MARKETING

A. Pre-Business Requirements

ECO 111 ____ (Principles of
Economics (Macro))
ECO 112 ____ (Principles of
Economics (Micro))
ACC 201 ____ (Financial Accounting)
ECO 251 ____ (Business Analytics)
MAT 143 ____ (Brief Calculus)
OR
MAT 161 ____ (Calculus I)
MGT 200 ____ (Principles of
Management)
MKT 250 ____ (Principles of
Marketing)

B. Business Core

ACC 202 ____ (Managerial
Accounting)
BLA 201 ____ (Legal Environment of
Business)
ECO 351 ____ (Business Analytics II)
FIN 325 ____ (Corporate Finance)
MGT 313 ____ (Business and Society)

MGT 341 ____ (Production and
Operations
Management)

MGT 499 ____ (Business Policy and
Strategy)

C. Major Core Courses (24 credits)

Five (5) additional 300-level or 400-
level MKT courses, of which only one
course can be MKT 460.

AND

MKT 330 ____ (Consumer Behavior)
MKT 360 ____ (Marketing Research)
MKT 425 ____ (Marketing Strategy and
Planning) *

NOTE: * This course fulfills the
Capstone requirement

**II. HONORS COLLEGE CORE
SEQUENCE for GEN ED (27 credits)**

HON 100 ____ (Self Awareness)
HON 211 ____ (Public Discourse)
HON 212 ____ (Ethics & Technology)
HON 310 ____ (Community Change)
HON 311 ____ (Stewardship/Civic
Responsibility)
HON 312 ____ (Educational Systems)
or
HON 322 ____ (Leader. With ELLs)
HON 313 ____ (Public Opinion)
HON 314 ____ (Environ. Systems)
HON 315 ____ (Community & Arts)
SCIENCE ____ x ____ *
MAT ____ x ____

NOTE: *Take HON 122 **OR** CSC 112

**III. ADDITIONAL HONORS
COLLEGE REQUIREMENTS (9
credits)**

A) Two HON seminars at the 320 level
or above (except 322)

HON ____ ____
HON ____ ____

B) Capstone Project^

HON 490 ____

^NOTE: Enrollment upon core
completion: ideally 6th or 7th semester.

IV. DIRECTED ELECTIVES

Take enough directed electives to
complete 120 credits. The actual number
of electives required will vary depending
upon (among other things) the option to
complete a minor(s) and the number of
courses the student must take to
complete the foreign language
requirement.

V. ACCELERATED PROGRAM

Any Marketing major with a 3.0
cumulative GPA or higher who has
completed at least 90 credits may
substitute up to 12 credits of graduate
coursework in the Master of Public
Administration (MPA) program for
student electives in the B.S. in Marketing
program. Those credits will also apply
toward the MPA program. Students must
apply to the MPA program after
successful completion of 90
undergraduate credits with a 3.0
minimum GPA. If accepted, the student
will receive conditional acceptance to
the MPA program contingent on
successful completion of their
undergraduate degree.

Select courses from below:

PPA 500 ____ (Foundations of Public
Service)
PPA 501 ____ (Analysis and Decision
Making I)
PPA 502 ____ (Analysis and Decision
Making II)
PPA 504 ____ (Public Human
Resources
Management)

**Bring this sheet with you whenever
you meet with your advisor about
scheduling or course planning!**

(Revised Fall 2025)