

West Chester University

B.S. in Marketing

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.

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

(Revised Fall 2025)