

Curriculum maps must be completed by both the closing institution and the receiving institution. The receiving institution should make considerations for how credit may be awarded for non-equivalent core and elective courses, as well as for students who have not yet completed their general education requirements. Please be sure to disclose any additional requirements needed for students to complete their degree at the receiving institution.

Program Name: Business – Marketing Concentration, BA			Program Name: Marketing, BS		
Pine Manor College			Bridgewater State University		
Required Courses <u>with</u> an Equivalent Course at the Receiving Institution			Equivalent Courses at Receiving Institution		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
Required Courses in Major w/Marketing Concentration					
EC 112	Principles of Macroeconomics	4	ECON 102	Principles of Macroeconomics	4
MN 111	Management Principles	4	MGMT 130	Principles of Management	4
MK 221	Marketing Principles	4	MGMT 200	Marketing Principles	
Choose from following electives (3 total, including elective options below):					
MK 324	Advertising	4	MGMT 424	Advertising	4
MK 325	Retailing	4	MGMT 415	Retail Management	4
MK 327	Selling and Sales Management	4	MGMT 430	Sales Management	4
MK 328	Direct and Internet Marketing	4	MGMT 300	Digital Marketing	4
Sub Total Required Credits		24	Sub Total Course Equivalent Credits		24
Required Courses <u>without</u> an Equivalent Course at the Receiving Institution			Recognition of Credit at Receiving Institution (if applicable)		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>	<i>Description of How Credit Will Be Recognized (if applicable)</i> Note: Courses satisfying core requirements may also satisfy a major requirement and should seek approval with the department chairperson.		<i>Credit Hours</i>
AC 205	Accounting I	4	Free Elective or Major Elective Credit w/department approval		4
CS 230	Microsoft Excel for Business Majors	4	Free Elective or Major Elective Credit w/department approval		4
MN 220	Organizational Change	4	Free Elective or Major Elective Credit w/department approval		4
FN 310	Finance I	4	Free Elective or Major Elective Credit w/department approval		4
MN 351	Methods for Managerial Decision	4	Free Elective or Major Elective Credit w/department approval		4
MN 490	Senior Seminar	4	Free Elective or Major Elective Credit w/department approval		4
MN 495	Senior Internship	6	Free Elective or Major Elective Credit w/department approval		6
MN 328	Entrepreneurship	4	Free Elective or Major Elective Credit w/department approval		4
Choose from following electives (3 total, including elective options above):					
CO 265	Multicultural Images in the Media	4	Free Elective or Major Elective Credit w/department approval		4
CO 310	Public Relations	4	Free Elective or Major Elective Credit w/department approval		4
CO/EN 350	Advertising Copywriting and Design	4	Free Elective or Major Elective Credit w/department approval		4

MK 240	Sports Marketing	4	Free Elective or Major Elective Credit w/department approval	4
Sub Total Required Credits without Course Equivalents		34	Sub Total Recognized Non-Equivalent Course Credits	50
Additional Required Courses at the Receiving Institution				
		<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
		MGMT 345	Consumer Behavior	3
		MGMT 420	Marketing Research	3
		MGMT 494	Marketing Management & Strategy	3
			Core Business Courses (42 credits)	3
		ACFI 100	Fundamentals of Financial Reporting	3
		ACFI 305	Business Law I	3
		ACFI 350	Managerial Accounting	3
		ACFI 385	Managerial Finance	3
		COMP 105	Computers and Their Applications	3
		ECON 101	Principles of Microeconomics	3
		ECON 210	Statistics for Economics & Business	3
		MATH 144	Applied Calculus for Business	3
		MGMT 303	Organizational Behavior	3
		MGMT 360	Fundamentals of Information Systems	3
		MGMT 426	Service Operations Management	3
		MGMT 490	Strategic Management	3
		Sub Total Additional Required Course Credits		48
Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		# of Gen Ed 48-53 Credits	Distribution of General Education Requirements Students who complete general education requirements at Pine Manor College will automatically fulfill Core Requirements at BSU https://catalog.bridgew.edu/preview_program.php?catoid=15&poid=5384&hl=core+curriculum&returnto=search	# of Gen Ed 44-54 Credits
Ideas, Values, & Meaning		8	Core requirement	8
Art & Literature		8	Core requirement	8
Social Systems		8	Core requirement	8
Scientific Understanding		8-9	Core requirement	8-9
Writing		8-12	Core requirement	8-12
Quantitative Reasoning		4	Core requirement	4
First Year Experience & Soph. Coll.		4	TRANS Free Elective or Core Req.	4
Sub Total General Education Credits		48-53	Sub Total General Education Credits	44-54
Curriculum Summary		106-111	Curriculum Summary	

<i>Total credit hours required for degree</i>	132	<i>Note: All students must complete a minimum of 120 credits plus fulfill major & core degree completion requirements.</i>	120
<i>Prerequisite, Concentration or Other Requirements, if any</i>		<i>Prerequisite, Concentration or Other Requirements, if any:</i>	

Bridgewater State University: Marketing, BS

https://catalog.bridgew.edu/preview_program.php?catoid=15&poid=5447&returnto=1651