

**Inquiry Curriculum Requirements** | A Liberal Arts Curriculum

**Basic Skills** | Grade of "C" or better required. **12**

COLLEGE	COURSE		CR	GR
	WRIT S101	Writing Colloquium	3	
	WRIT S102	Research Writing	3	
	SPCH S110	Basic Speech	3	
	MATH S105	Finite Math or	3	
	MATH S110	College Algebra	3	

**Interdisciplinary Seminars** | Must be completed at BenU. **6**

COLLEGE	COURSE		CR	GR
BenU	IDS 201-204	Catholic and Benedictine Intellectual Traditions (WI)	3	
BenU	IDS 301-304	Human Dignity or The Common Good	3	

**Modes of Inquiry (MI)** | Scholars Program students please refer to specific checklist for requirements.

COLLEGE	COURSE		CR	GR
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**Arts and Humanities** **15**

Satisfied by Major	Religions/Theological (QRT)	—	—
	PHIL 200	Introduction to Logic (QPL)	3
		Historical (QHT)	
		Literary/Rhetorical (QLR)	
		Artistic/Creative (QCA)	

**Natural Sciences** **9**

		Life-Scientific (QLS)	
		Physical-Scientific (QPS)	
Satisfied by Major	Computational, Math and Analytical (QCM)	—	—

**Social Sciences I and II** **6**

Satisfied by Major	Individuals/Organizations/Societies (QIO)	—	—
Satisfied by Major	Political/Global/Economic Systems (QPE)	—	—

**Cocurricular** | Requirements may be met through MI or major courses.

Course or Experience			
		<input type="checkbox"/>	Global Designation (G)
		<input type="checkbox"/>	Sustainability (S)
BenU	IDS 201-204	<input type="checkbox"/>	Writing Intensive (WI)
BenU	MGT 300	<input type="checkbox"/>	Writing Intensive (WI)
BenU		<input type="checkbox"/>	Writing Intensive (WI)
		<input type="checkbox"/>	Engaged Learning (EL) ①
		<input type="checkbox"/>	Learning Community (LC) ①

**Notes** | All Undergraduate Degree Programs

INQUIRY CURRICULUM REQUIREMENTS: Remaining MI courses must be chosen from classes labeled with appropriate designation in catalog or course schedule. Some MI requirements are satisfied by major requirements. Substitutions are not allowed after entry.

① Engaged Learning-designated course/experience and Learning Community-designated course/experience are mandatory for undergraduates starting fall 2016.

**Graduation Requirement** | Min. Semester Credit Hours **120**
**Major Requirements** | Grade of "C" or better required. **57**

College	Course	Cr	Gr
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## Department Core (30 semester credit hours)

	ACCT 111	Accounting I	3
	ACCT 112	Accounting II	3
	ECON 101	Macroeconomics	3
	ECON 102	Microeconomics	3
	MGT 150	Statistics I	3
	MGT 251	Statistics II ②	3
	MGT 380	Strategic Management	3
	FINA 300	Managerial Finance	3
	MKTG 300	Marketing	3
	MGT 300	Management (WI)	3

## Specialization Courses (18 semester credit hours)

	MKTG 310	Consumer Behavior	3
	MKTG 330	Promotional Strategy	3
	MKTG 360	Marketing Research	3
	MKTG 380	Marketing Strategy	3

## Specialized Electives: Two courses from the list below (6 semester credit hours)

	BALT 340	Web Intelligence & Analytics	3
	COMM 208	Layout & Design for Publication	3
	COMM 263	Advertising Copywriting	3
	GAD 260	Graphic Design I	3
	MGT 301	Entrepreneurship	3
	MGT 305	Sports Management	3
	MKTG 305	Sports Marketing	3
	MKTG 320	Data and Text Mining	3
	MKTG 333	Personal Selling & Sales Mgmt	3
	MKTG 334	E-Commerce	3
	MKTG 345	Introduction to Web Analytics	3
	MKTG 347	Social Media Marketing	3
	MKTG 348	Content Development & Search Engine Optimization	3
	MKTG 349	Search Engine Marketing	3
	MKTG 350	International Marketing	3

## Department Cognates (9 semester credit hours)

	CMSC 180 & 184 or higher ③	3	
	MATH 115	Business Calculus	3
		Ethics Course ④	3

**Major Specific Notes** | Marketing

All majors must submit at least 45 semester credit hours in major courses (with a grade of "C" or better), of which 30 semester credit hours are at the 200 level or above, including 24 semester credit hours at the 300 level plus 9 semester credit hours in cognate courses.

② BALT 301 can be used to fulfill the MGT 251 requirement.

③ ACCT 310 Accounting Information Systems may be substituted with advisor approval.

④ MGT 252/THEO 252 is recommended.

Marketing majors who elect to study a second major in the Department of Undergraduate Business must complete unique "specialization courses" for the second business major. Specialization courses may only be used to satisfy the requirements for one business major.

Concentrations are available in combination with this major. Please refer to the second page of the checklist and/or the University Undergraduate Catalog for specific course requirements.

**Graduation Requirement | Min. Semester Credit Hours 120**
**Concentrations Available | Grade of "C" or better required.**

COLLEGE	COURSE	CR	GR
<b>Managing Human Resources</b>			
	MGT 330 Human Resource Management	3	
	MGT 334 Training and Development	3	
	MGT 335 Comp and Performance Mgt	3	
	MGT 235 or MGT/PSYC 320 or MGT/INTB 302	3	
<b>Integrated Marketing Communications</b>			
	MKTG 330 Promotional Strategy	3	
	MKTG 333 Personal Selling and Sales Management	3	
	MKTG 334 E-Commerce	3	
	GAD 260 Graphic Design I or COMM 263 Advertising Copywriting	3	
<b>Personal Financial Planning</b>			
	FINA 220 Personal Financial Planning	3	
	ACCT 312 Federal Taxation	3	
	FINA 320 Investments	3	
	MGT 235 or ACCT 120 (1) and FINA 120 (2)	3	
<b>Sports Management</b>			
	MGT 305 Intro to Sports Culture in America	3	
	MKTG 305 Sports Marketing	3	
	Two from MGT 235, 297 or 301	6	
<b>Sports Marketing</b>			
	MGT 305 Intro to Sports Culture in America	3	
	MKTG 305 Sports Marketing	3	
	Two from MKTG 297, 330 or INTB 371	6	
<b>Operations Management</b>			
	MGT 333 Operations Management	3	
	BALT 350 Business Process Mgt	3	
	INTB 340 Global Logistics	3	
	MGT 235 Business Law I	3	
<b>Business Analytics</b>			
	BALT 320 Data and Text Mining	3	
	BALT 340 Web Intelligence and Analytics	3	
	BALT 310 Vis Tech and Dashboarding	3	
	BALT 330 Database Structures and Queries	3	
<b>Digital Marketing</b>			
	MKTG 345 Introduction to Web Analytics	3	
	MKTG 347 Social Media Marketing	3	
	MKTG 348 Content Development & Search Engine Optimization	3	
	MKTG 349 Search Engine Marketing	3	
<b>Visualization Techniques</b>			
	BALT 315 Adv Data Visualization Techniques	3	
	BALT 318 Infographics for Business	3	
	BALT 370 Intro to GIS for Bus Analysis	3	
	GAD 260 Graphic Design I	3	

**Notes**

Highest level of math completed (if applicable).

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Date: \_\_\_\_\_

Transfer Credit Evaluation and Articulation

**Summary of Evaluation**

\* Please consult with your department advisor regarding further evaluation of major credits and remaining major requirements.

	Hours Completed	Hours Remaining
Basic Skills		
Interdisciplinary Seminars		
Arts and Humanities Modes of Inquiry		
Natural Sciences Modes of Inquiry		
Social Sciences Modes of Inquiry		
Major	*	*
Electives	*	*
<b>TOTAL</b>		*

**Minor**

Minors are optional, but recommended. Please see the Benedictine University Undergraduate Catalog and the department for specific requirements.

**Summary of Transferable Credit**

The following semester credit hours will be posted to your transcript.

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**Residency Requirements**

Please note the checked boxes that apply to you:

- A minimum total of 120 semester credit hours are required for graduation (with a minimum cumulative GPA of 2.0 from Benedictine University).
- 55 semester credit hours at the baccalaureate level must be completed at a four-year regionally accredited college/university.
- At least 12 semester credit hours at the 200 level or above in the major field must be from Benedictine University.
- 45 semester credit hours must be completed at Benedictine University.
- At least 30 of your final 45 semester credit hours must be completed at Benedictine University.
- At least the last 30 semester credit hours of your undergraduate degree must be completed without interruption at Benedictine University as a degree-seeking student.

**Special Notes**

1. This checklist is applicable for the major indicated. If a different major is chosen, the requirements for the major, modes and semester credit hours remaining will vary.
2. This checklist is for advising purposes. Students must follow the requirements for graduation as outlined in the University Undergraduate Catalog at their term of entry.
3. Semester credit hours in progress are not included in the totals of this evaluation. Additional semester credit hours will be credited upon receipt of credentials.
4. Courses must have a grade of "C" or better to be accepted in the Basic Skills and the major or minor area. A grade of "D" or better is required in all other areas, except where program requirements specify otherwise.
5. Duplicate semester credit hours will not be given for repeated courses.
6. Courses taken at Benedictine University may be repeated only at Benedictine University. Please see the catalog for the Course Repeat Policy.
7. Only courses taken at Benedictine University will be included in your GPA.
8. An Approval of Transfer Courses form must be completed for current Benedictine students to transfer courses from other schools. Please see your advisor.

Signature: \_\_\_\_\_