

**Major Checklist for Advising Purposes**
**General Education Curriculum Requirements**
**Interdisciplinary Seminars** | Must be completed at BenU.

	COURSE		CR	GR
BenU	IDS 2201-2204	Catholic and Ben Intellectual Traditions (WI)	3	
BenU	IDS 3301-3304	Human Dignity or The Common Good	3	

**Co-curricular** | May be met through Distribution Req. or major courses

	<input type="checkbox"/>	Global Designation (G)		
	<input type="checkbox"/>	Sustainability (S)		
IDS 2201-2204	<input type="checkbox"/>	Writing Intensive (WI)		
MGMT 3300	<input type="checkbox"/>	Writing Intensive (WI)		
MGMT 4380	<input type="checkbox"/>	Writing Intensive (WI)		
MGMT 4380	<input type="checkbox"/>	Engaged Learning (EL) OR Learning Community (LC)		

**Distribution Requirements (DR)** | Scholars Program students please refer to specific checklist for requirements.

**Communications** | Grade of "C" or better required

	COURSE		CR	GR
	WRIT 1101	Writing Colloquium <sup>1</sup>	3	
	WRIT 1102	Research Writing	3	
	COMM 1110	Speech Communication	3	

**Mathematics** | Grade of "C" or better required in 1 of the following courses

	COURSE		CR	GR
	MATH 1105	Finite Mathematics	3	
	MATH 1110	College Algebra <sup>2</sup>	3	

**Sciences** |

	COURSE		CR	GR
		Life Science (QLS)	3	
		Physical Science (QPS)	3	
	SBM	Computational, Math & Analytical (QCM)	3	

**Humanities and Fine Arts** |

	COURSE		CR	GR
		Religious/Theological (QRT)	3	
		Philosophical (QPL)	3	
		Historical (QHT)	3	
		Literary/Rhetorical (QLR)	3	
		Artistic/Creative (QCA)	3	

**Social Sciences I and II** |

	COURSE		CR	GR
	SBM	Individuals/Organizations/Societies (QIO)	3	
	SBM	Political/Global/Economic Systems (QPE)	3	

**General Education Curriculum Notes** | Students must complete a minimum of 120 semester credit hours to qualify for graduation with a bachelor's degree- please see academic catalog for additional residency requirements. The cumulative GPA for courses taken at Benedictine University must be at least a 2.000.

<sup>1</sup> LCOM 1105 is required for students with AP/Dual Credit.

<sup>2</sup> This major requires MATH 1105 or 1110 to be completed as part of the GECC coursework.

SBM- Satisfied by major

*This checklist is for advising purposes. Students must follow the requirements for graduation in the Undergraduate Catalog for their term of entry.*

**Major Requirements** | Grade of "C" or better required **57**

	COURSE	Business Core Requirement	CR	GR
	ACCT 1111	Accounting I	3	
	ACCT 1112	Accounting II	3	
	BALT 2240	Excel for Mere Mortals	3	
	ECON 2101	Macroeconomics	3	
	ECON 2102	Microeconomics	3	
	FINA 2300	Managerial Finance	3	
	MKTG 2300	Marketing	3	
	MGT 1150	Statistics I	3	
	MGT 2235	Business Law	3	
	BALT 3301	Managerial Decision Making Under Uncertainty	3	
	MGT 3300	Management (WI)	3	
	MGT 4380	Strategic Management (WI)	3	
		<b>Major Course Requirements</b>		
	MKTG 3310	Consumer Behavior	3	
	MKTG 4330	Promotional Strategy	3	
	MKTG 3360	Marketing Research	3	
	MKTG 4380	Marketing Strategy	3	
	MKTG	Elective 3000 level	3	
	MKTG	Elective 3000 level	3	
	BALT	Elective 3000 level	3	

**Major Specific/Requirement Notes**

All major coursework (whether taken at BenU or transferred from another institution) must be completed with a C or better.

Marketing Majors who elect to earn 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 for satisfying the requirements for one business major. In the event that a specialization course is required for two majors, the student's academic advisor will identify an additional specialization course.

For BenU courses: Students with approved transfer coursework from four year institutions may require additional electives to meet program requirements

**An ethics course must be taken.**

**Concentrations Available** | Grade of "C" or better required

	<b>COURSE</b>		<b>CR</b>	<b>GR</b>
		<b>Business Analytics</b>		
	BALT 3310	Vis Tech and Dashboarding	3	
	BALT 4320	Data and Text Mining	3	
	BALT 3330	Database Structures and Queries	3	
	BALT 3370	Intro to GIS for Business Analytics	3	
		<b>Digital Marketing</b>		
	MKTG 3345	Introduction to Web Analytics	3	
	MKTG 3347	Social Media Marketing	3	
	MKTG 3348	Content Development and Search Engine Optimization	3	
	MKTG 3349	Search Engine Marketing	3	
		<b>Operations Management</b>		
	BALT 4350	Web Intelligence and Analytics	3	
	MGT 2235	Business Law I	3	
	MGT 4333	Operations Management	3	
		BALT 3325 or INTB 3340	3	