Student:_____

ID#:_____ Advisor:_____

B.S. - Business / Marketing
2023-2024 Catalog Year

GENERAL EDUCATION

____ MLO 101 Transition to College (2)
____ STS 092 Library Tutorial (0)
____ STS 101 Microsoft Lit (test/class) (0/1)

(#) Required course to enter major.

____ ENG 101 English Comp 1 (3) (#)
____ ENG 102 English Comp 2 (3) (#)
____ ENG 450 Research Writing (3)
(450 typically completed senior year)

____ MTH 110 Finite Math (3) (#)

____ Science with Lab (4)

Social Sciences* (9 units, lower or upper division)
(*POL, SSC, PSY, MCM 151 or 308, or ECO not already needed)*
*☐ ____ _____
____ _____
____ _____

Humanities* (9 units, lower or upper division)
(HUM, LIT, HIS, PHIL, ART or foreign language
*☐ ____ _____
____ _____
____ _____

*Equity & Justice Studies: 1 of 6 above must be E & J course
ECO 301, HIS 301, 302, HUM 305, 307, 311, 330, LIT 305, MCM 308, MGT 325, POL 351, 353, PSY 306, 313, 314, 383, SSC 313, 353, 350

GE Units Required: 36 **Completed: _____** **Remaining/In Progress: _____**

BUSINESS CORE

____ MGT 101 Entrep & Management I (3)(#)

____ ACC 201 Prin of Financial Acct (3)
____ ACC 202 Prin of Managerial Acct (3)

____ ECO 200 Macroeconomics (3)(#)
____ ECO 201 Microeconomics (3)(#)

____ MGT 206 Bus. Law or MGT 102 (3)

____ MTH 251 Statistics (3) (#)

____ FIN 220 Principles of Finance (3)

____ MGT 213 Supply Chain Op. (3)

____ MCM 257 Public Speaking (3)

____ MKT 216 Prin of Marketing (3)(#)

____ MGT 217 Organ. Behavior (3)

____ MGT 227 Business Ethics (3)

____ MGT 400/401 Senior Capstone (3)

Business Core Units Required: 42 **Completed: _____** **Remaining/In Progress: _____**

MARKETING MAJOR

____ MKT 309 Strategic Mkt Mgt (3)
____ MKT 335 Marketing Research (3)
____ MKT 336 Consumer Behavior (3)
____ MKT 337 Digital Marketing (3)
____ INT 499 Internship (6)

Choose 4 courses from list to the right:

_____ (3) ☐
_____ (3) ☐
_____ (3) ☐
_____ (3) ☐

MKT 302 International Marketing
MKT 318 New & Sust. Prod Develop
MKT 352 Political Marketing
MKT 402 Mkt & Advertising in Sports
MKT 417 Entrepreneurial Marketing
MKT 419 Integ Mkt Communications
MKT 441 Design & Manage Cust Exper
MKT 442 Price Management
BSA/AIA 319 Data Vis & Business Insight
BSA 410 Silicon Valley Immersion

Major Units Required: 30 **Completed: _____** **Remaining/In Progress: _____**

ELECTIVES

Electives are courses you take based on your interest that are not required elsewhere in your degree requirements. Consider adding a minor to meet electives.

____ _____( ) ____ _____( ) ____ _____( )
____ _____( ) ____ _____( ) ____ _____( )

Elective Units Required: 12 *Transfer/waiver adjustments, if applicable: (+ _____) (– _____) (New total: _____)*

Completed: _____ Remaining/In Progress: _____

GRADUATION PROGRESS:
(120 UNITS REQUIRED)

Total Completed: _____ Remaining/In Progress: _____
Upper-Division Units Required: 42 Completed: _____ Remaining/In Progress: _____

SEE ADDITIONAL INFORMATION AND NOTES ON BACK →

Key Definitions, Terms, Notes, and General Information

Academic Catalog – Available online, this document details Menlo College's curriculum, all policies, processes, and other requirements

Credits/Hours/Units – The unit measuring educational 'credit', usually based on the number of class hours per week through a semester. This is the number in parentheses to the right of the course title on the front page.

Degree Requirements –
- □ Students must complete & pass 120 units; 42 of these units must be upper division
- □ Cumulative GPA overall for all courses, ***and*** GPA for ***all*** major & core courses ***MUST*** equal 2.0 or greater
- □ Designated courses may require C- to pass, ex: MTH101, 110, ENG 101, 102, etc. See course descriptions for details.
- □ 30 units in major & core must be completed **at** Menlo; at least 24 of these units must be upper division.
- □ Students must be enrolled in at least one of the last two semesters before graduation **at** Menlo.

Double Majors – two majors within the same degree (ex: BS in Business with majors in Accounting & Finance); usually 145 units total.

Electives – Almost any course taken that is NOT already required as a part of GE, Core, or Major requirements. See an advisor for exceptions

General Education – These required courses are designed to introduce students to a variety of subjects & disciplines, and to assure Menlo graduates possess strong writing, quantitative, & analytical skills.

Internship (Business) – Typically completed in the summer before senior year. Please contact the Internship office to discuss options & ask questions

Lower-Division – Courses numbered lower than 300 (ex: ENG 101) Upper-Division – Courses numbered 300 or higher (ex: PSY 411)

No "double-dipping" – Courses may only count as one requirement. Example: ECO 201 is required for Business degrees, so it will not *also* count as a Social Science requirement for business majors.

Subjects – ACC (Accounting), BSA (Business Analytics), ECO (Economics), ENG (English), ENT (Entrepreneurship), FIN (Finance), HIS (History), HRM (Human Resources Management), HUM (Humanities), INB (International Management), LIT (Literature), MTH (Math), MCM (Mass Communication), MGT (Management), MKT (Marketing), POL (Political Science), PSY (Psychology), RLS (Real Estate), SMG (Sports Management), SSC (Social Sciences), STS (Study Skills)

Transfer courses – Maximum 70 lower-division credits and 24 upper-division may be transferred in for credit. Community college classes will only count as lower-division. Upper-division are typically taken at a 4-year institution. Transfer courses do not affect your Menlo GPA.

PREREQUISITE COURSES

GENERAL EDUCATION

ENG 101 – (Place. test or ENG 100 "C-" or higher)
ENG 102 – (ENG 101 "C-" or higher)
ENG 450 – (ENG 102 "C-" or higher, 2nd sem jr)
MTH 110 – (Place. test or MTH 100/101)
Equity & Justice – one the 6 Social Science & Humanities courses must be E&J.

MARKETING MAJOR

MKT 309 – (MKT 216)
MKT 335 – (MKT 216, MTH 251 "C-" or higher)
MKT 336 – (ECO 201, MKT 216)
MKT 337 – (MKT 216)
Not all below are required; see catalog for others
MKT 302 – (ECO 200, MKT 216)
MKT 318 – (MKT 216)
MKT 352 – (MKT 216, POL 150)
MKT 402 – (MKT 216, SMG 250)
MKT 417 – (MKT 216)
MKT 419 – (MKT 336)
MKT 441 – (MKT 336)
MKT 442 – (MKT 336,ACC 201 & MTH 251 "C-" or higher)

BUSINESS CORE

ACC 201 – (ENG 101 "C-" or higher, MGT 101, & MTH 110 concurrent enrollment or "C-" or higher)
ACC 202 – (ACC 201 "C-" or higher & MTH 110 "C-"or higher)
ECO 200 – (Both MTH 110 & ENG 102 concurrent enrollment or "C-" or higher)
ECO 201 – (MTH 110 "C-" or higher or concurrent enrollment)
FIN 220 – (ACC 201 "C-" or higher, ECO 200, MTH 110 "C-" or higher & MTH 251 "C-" or higher)
MCM 257 – (No prerequisites)
MGT 206 – (MGT 101, ENG 101 "C-" or higher)
MGT 213 – (MGT 101, ECO 201)
MGT 217 – (MGT 101, ENG 102 "C-" or higher)
MGT 227 – (ENG 100/101 "C-" or higher, MGT 101)
MGT 400/401 – (FIN 220, MGT 213, MGT 217, MKT 216, senior)
MKT 216 – (MGT 101, ENG 102 "C-" or higher)
MTH 251 – (MTH 110 "C-" or higher

ADDITIONAL COURSES

Information regarding prerequisites for all other courses are online in MyMenlo and the Academic Catalog.