



MAJOR EVALUATION FORM  
**MARKETING**

Name \_\_\_\_\_

eNumber \_\_\_\_\_

**Transfer students must complete at least half of the course credits required for this major at Elmhurst College.**

Students who transfer in more than half of the Business courses in this major will be required to take additional upper-level courses in the Business Department, which requires the prior approval of the department chair.

**Elmhurst College is in the process of converting from course credits to semester hours. Please note this will not change the relative value of each class, only the way it is transcribed. 1.0 course credit = 4 semester hours**

**Grade of C or higher required.**

EC Course #	EC Course Title	Transfer Institution	Transfer Course #	Course Credit	Grade
<b>CORE CURRICULUM, Grade of C or better</b>					
BUS 230	Principles of Marketing				
BUS 250	Management Theory and Practice				
BUS 261	Financial Accounting				
BUS 262	Management Accounting				
BUS 271	Introduction to Global Business				
BUS 301	Introduction to Logistics & Supply Chain Management				
BUS 340	Business Finance				
BUS 456	Strategic Management in the Global Environment				
ECO 210	Introduction to Microeconomics				
ECO 211	Introduction to Macroeconomics				
MTH 126 <i>or</i> MTH 151	Analysis for the Business and Social Sciences <i>or</i> Calculus I				
MTH 345	Elementary Statistics				
<b>SPECIALIZATION, 5 COURSES REQUIRED Grade of C or better</b>					
BUS 430	Marketing Problems				
<b>Choose one of the following specializations (Grade of C or better is required):</b>					
<input type="checkbox"/> <b>Integrated Marketing Management – BUS 430 and four courses from: BUS 331,332, 334, 335, 336, 352, 375, 405, 468, 470, 492.</b>					
<input type="checkbox"/> <b>Marketing Research &amp; Consumer Insights – BUS 430 and these four courses: BUS 334, 335, 336, 468 (Internship:Marketing Research; senior year or consent of the Business department chair), BUS 492 (Final Market Research Project, senior year or consent of the Business department chair)</b>					

Evaluator \_\_\_\_\_ Date \_\_\_\_\_ Update(s) \_\_\_\_\_

Date(s) Sent to Student \_\_\_\_\_