



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

EC Course #	EC Course Title	Transfer Institution	Transfer Course #	Course Credit	Grade
CORE CURRICULUM, Grade of C or better					
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	Principles of Microeconomics				
ECO 211	Principles of Macroeconomics				
MTH 126 <i>or</i> MTH 151	Analysis for the Business and Social Sciences <i>or</i> Calculus I				
MTH 345	Elementary Statistics				
SPECIALIZATION, 5 COURSES REQUIRED Grade of C or better					
BUS 439	Integrated Marketing Management				
<p>Choose one of the following specializations (Grade of C or better is required):</p> <p><input type="checkbox"/> Integrated Marketing Management – Take one of these two: BUS 330 or BUS 331, BUS 439 and three full courses from: BID 385, BUS 330 or 331 (if did not take it as a requirement. Cannot count twice), 334, 336, 375, 405, 431, 432, 434, 468. A student may take a BUS 470 and/or 492 as approved by chair and marketing advisor.</p> <p><input type="checkbox"/> Marketing Research & Consumer Insights – BUS 331 Market Research and BUS 430 439 and three full credit electives from these courses: BUS 330, 434, 468, BUS 492 (Final Market Research Project, senior year or consent of the Business department chair) Bus 330 and/or 331 should be taken <u>before</u> all other electives.</p>					

Notes:

Evaluator _____ Date _____ Update(s) _____

Date(s) Sent to Student _____