

# Business—CCAC & Indiana University of PA

## Track C Marketing

(2014–Present)

(097) All CCAC Campus & IUP  
Associate of Science (all Tracks) &  
Bachelor of Science Marketing

### Suggested CCAC Course Sequence

#### Freshman, First Semester

		Credits	Term Taken	CCAC Grade	TRF/CBE* CLEP/AP*
ACC 104	Financial Accounting	4	_____	_____	_____
ECO 102	Principles of Macroeconomics	3	_____	_____	_____
ENG 101	English Composition 1	3	_____	_____	_____
ART-106	Art Appreciation <b>or</b>	3	_____	_____	_____
MUS-101	Introduction to Music <b>or</b>	3	_____	_____	_____
THE-101	Introduction to Theatre	3	_____	_____	_____
CIT-100	Introduction to Computers <b>or</b>	3	_____	_____	_____
CIT-140	Office Productivity Applications	4	_____	_____	_____

#### Freshman Second Semester

ACC-203	Managerial Accounting	4	_____	_____	_____
ECO-103	Principles of Microeconomics	3	_____	_____	_____
ENG-102	English Composition II	3	_____	_____	_____
ANT-101	Intro to Anthropology <b>or</b>	3	_____	_____	_____
ANT-102	Cult Anthropology <b>or</b>	3	_____	_____	_____
GEO-101	World Geography	3	_____	_____	_____
PHL-101	Introduction to Philosophy <b>or</b>	3	_____	_____	_____
PHL-103	Logic <b>or</b>	3	_____	_____	_____
PHL-111	Religions of the World <b>or</b>	3	_____	_____	_____
PHL-155	Ethics	3	_____	_____	_____

#### Sophomore, First Semester

BUS-103	Principles of Management	3	_____	_____	_____
BUS-251	Business Law	3	_____	_____	_____
MAT-165	Probability & Statistics <b>or</b>	4	_____	_____	_____
BUS-122	Business Statistics	3	_____	_____	_____
PSY-101	Introduction to Psychology	3	_____	_____	_____
SPH-101	Oral Communications	3	_____	_____	_____
	Free Elective	2	_____	_____	_____

(continued)

\*TRF=Transfer Credit; CBE=Credit by Exam; CLEP=College Level Examination Program; AP=Advanced Placement

This advising/graduation checklist lists the program requirements for students entering CCAC in the academic year indicated. A continuing student may graduate with the requirements in effect the year the student entered CCAC. All students must earn 30 college level credits in CCAC classes (this includes distance education courses) and have a minimum institutional GPA of 2.0. Mathematics electives must be at the 100 level. The remaining program credits may include transfer credit, credit by examination, CLEP or AP examinations. Institutional credits and GPA are used to determine eligibility for graduation.

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<b>Sophomore Second Semester</b>					
BUS 104	Principles of Marketing	3	_____	_____	_____
ENG-115	General Literature <b>or</b>	3	_____	_____	_____
ENG-209	World Literature to 1650 <b>or</b>				
ENG-210	World Lit from 1650 to Present				
HIS-101	History of Western Civilization 1 <b>or</b>	3	_____	_____	_____
HIS-102	History of Western Civilization 2 <b>or</b>	3			
HIS-104	United States History 1 <b>or</b>	3			
HIS-105	United States History 2 <b>or</b>	3			
HIS-213	Twentieth Century World History	3			
MAT-220	Business Calculus	4	_____	_____	_____
	Natural Science without Lab <sup>1</sup>	3	_____	_____	_____
<b>(See appropriate Program Track for the rest of the IUP Junior year requirements)</b>					
<b>Junior First Semester</b>					
HPE-171	Health & Wellness <b>or</b>	3	_____	_____	_____
BUS-110	Personal Finance				
	Natural Science with Lab	4	_____	_____	_____
<b>Junior Second Semester</b>					
BUS-240	Small Business Management	3	_____	_____	_____
<b>Total CCAC Credits</b>		<b>75-77</b>			

<sup>1</sup>BIO-117 Introduction to Nutrition may not be used as a non-lab science**For IUP Junior and Senior year requirements, see "Suggested IUP Course Sequence" for the Program Track**Comments: \_\_\_\_\_  
\_\_\_\_\_

(continued)

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This advising/graduation checklist lists the program requirements for students entering CCAC in the academic year indicated. A continuing student may graduate with the requirements in effect the year the student entered CCAC. All students must earn 30 college level credits in CCAC classes (this includes distance education courses) and have a minimum institutional GPA of 2.0. Mathematics electives must be at the 100 level. The remaining program credits may include transfer credit, credit by examination, CLEP or AP examinations. Institutional credits and GPA are used to determine eligibility for graduation.

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		Credits	Term Taken	CCAC Grade	TRF/CBE* CLEP/AP*
<b>Junior, First Semester (Also see CCAC Course requirements for this semester)</b>					
MGMT 330	Production & Operations Mgmt.	3	_____	_____	_____
MKTG 321	Consumer Behavior	3	_____	_____	_____
QBUS 215	Business Statistics	3	_____	_____	_____
<b>Junior, Second Semester (Also see CCAC Course requirements for this semester)</b>					
MKTG 421	Marketing Research	3	_____	_____	_____
MKTG 430	International Marketing	3	_____	_____	_____
MKTG 431	Business to Business Marketing	3	_____	_____	_____
	MKTG/MGMT Elective	3	_____	_____	_____
<b>Senior, First Semester</b>					
BCOM 321	Business & Interpersonal Comm	3	_____	_____	_____
FIN 310	Fundamentals of Finance	3	_____	_____	_____
IFMG 300	Info. Systems: Theory & Practice	3	_____	_____	_____
MKTG 435	Professional Selling & Sales MGMT	3	_____	_____	_____
<b>Senior, Second Semester</b>					
MKTG 450	Marketing Strategy	3	_____	_____	_____
MGMT 495	Business Policy	3	_____	_____	_____
	MKTG Elective	3	_____	_____	_____
	MKTG/MGMT Elective	3	_____	_____	_____
<b>Total IUP Credits</b>		<b>45</b>			
<b>Total CCAC Credits</b>		<b>75-77</b>			
<b>Total Credits for BS</b>		<b>120-122</b>			

\* IUP courses are offered on a rolling basis and the starting sequence may differ depending on the semester of enrollment All IUP Courses taught at Boyce Campus

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