

**CORE & COGNATES**

- CS260 (prior or concurrent with AC101) TT
- AC101
- AC102 Q
- BU201
- EC101
- EC102 Q
- MA108 Q
- MA119 QQ
- MG201 & Lab T
- MK201 C
- FI201 T; WC

**CONCENTRATION: MARKETING**

- BU211 U; WC
- MK301 O
- MK311 C
- MK300-level or higher
- BU Elective, internship or EC301, 304, 305, or 322

**SENIOR LEARNING COMMUNITY**

- BU400 & Lab LL; WW
- BU401

**SKILLS & KNOWLEDGE REQUIREMENTS**

- LEARNING COMMUNITIES:**  First-Year Program  Intermediate LC (or study abroad)  Senior LC (within major)
- INTERCULTURAL UNDERSTANDING:**  UU  U/UU  U/UU **CREATIVITY:**  CC  C/CC  C/CC
- CRITICAL READING & ANALYSIS:**  RR  R/RR  R/RR **QUANTITATIVE THINKING:**  QQ  Q/QQ  Q/QQ
- TECH. COMP. & INFO LITERACY:**  TT  LL  T/TT/L/LL **ORAL COMMUNICATION:**  OO  O/OO  O/OO
- WRITTEN COMMUNICATION:**  WW  WC/WW  WC/WW  WW(FYP)  WW(SLC)

**KNOWLEDGE AREAS** (fulfill each category across at least seven disciplines)

- Arts  Arts  Humanities  Humanities  Humanities
- Sciences/Math  Sciences/Math  Sciences/Math  Social Sciences  Social Sciences  Social Sciences

**SKILLS PROVIDED IN THE MAJOR**

Core: C; C; LL; O; QQ; Q; Q; TT; T; U; WC; WC  
 Concentration: O; U

**SKILLS NOT PROVIDED IN THE MAJOR**

CC; OO; RR; R; R; UU; WW

Note that depending on the specific electives chosen, not all of these skills may be obtained in the major

**NOTES**

Double letters indicate an intensive (XX) skill, single letters indicate practice or exposure (X). Additional intensive courses may be used in place of practice or exposure courses.

Business Electives include AC 201 and any business courses numbered 202 and above from any concentration; including BU 397- 1 unit internship.

For more details see: <http://wagner.edu/business-admin/>