

**I. GENERAL EDUCATION CURRICULUM.....44**  
*CHE 1101, 1110, 1102, 1120, and MAT 1110 will fulfill General Education requirements.*

**II. MAJOR REQUIREMENTS (Not including 12 s.h. already counted in I, above) ..... 65-67**  
2.0 major GPA is required for graduation. Major GPA calculation will include all courses taken in the major department, plus any other courses under II. Minimum of 18 semester hours of courses taken to fulfill major requirements must be courses offered by Appalachian.

**A. Chemistry (32 semester hours)**

CHE 1101	_____ (3)	Introductory Chemistry I (Co: CHE 1110)
CHE 1110	_____ (1)	Introductory Chemistry I Lab (Co: CHE 1101)
CHE 1102	_____ (3)	Introductory Chemistry II (Pre: CHE 1101 & 1110; Co: CHE 1120)
CHE 1120	_____ (1)	Introductory Chemistry II Lab (Co: CHE 1102)
CHE 2201	_____ (3)	Organic Chemistry I (Pre: CHE 1102 & 1120; Co: CHE 2203)
CHE 2203	_____ (1)	Organic Chemistry I Lab (Pre: CHE 1102 & 1120; Co: CHE 2201)
CHE 2202	_____ (3)	Organic Chemistry II (Pre: CHE 2201 & 2203 w/minimum grade "C-"; Co: CHE 2204)
CHE 2204	_____ (1)	Organic Chemistry II Lab (Pre: CHE 2201 & 2203 w/minimum grade of "C-"; Co: CHE 2202)
CHE 2210	_____ (3)	Quantitative Analysis (Pre: CHE 1102 & 1120; Co: CHE 2211)
CHE 2211	_____ (1)	Quantitative Analysis Lab (Co: CHE 2210)
CHE 3000	_____ (1)	Introduction to Chemical Research (Pre: CHE 2101 or 2202; CHE 2210)
CHE 3301	_____ (3)	Physical Chemistry I (Pre: CHE 2210 & 2211; MAT 1120; PHY 1151)
CHE 3303	_____ (1)	Physical Chemistry I Laboratory [WID] (Pre: RC 2001; Pre/Co: CHE 3301)
CHE 3404	_____ (3)	Inorganic Chemistry (Pre: CHE 2101 & 2102 or 2202 & 2204; CHE 2210 & 2211)
CHE 4000	_____ (1)	Chemistry Seminar [CAP] (Pre: CHE 3000, 3301 & 3303)

Additional 3 semester hours of chemistry courses at or above 3000 level (excluding 3520 & 4610) \_\_\_\_\_

**B. Physics (10 semester hours)**

PHY 1150	_____ (5)	Analytical Physics I (Co: MAT 1110)
PHY 1151	_____ (5)	Analytical Physics II (Co: MAT 1120)

**C. Mathematics (8 semester hours)**

MAT 1110	_____ (4)	Calculus with Analytic Geometry I (Pre: MAT 1025 w/min grade C-)
MAT 1120	_____ (4)	Calculus with Analytic Geometry II (Pre: MAT 1110 w/min grade C-)

**D. Other Science (6-8 semester hours)** An additional 6-8 semester hours selected from astronomy, biology, geology, or physics. GLY 2301 or PHY 1842 may be used in General Education Integrative Learning Experience.

\_\_\_\_\_ (Physics courses at the 1000 level and PHY 3350 are not accepted)

**E. Marketing & Business Concentration (21 semester hours)** ECO 2030 may be used in General Education Liberal Studies Experience.

ACC 2100	_____ (3)	Principles of Accounting I (Pre: 24 hrs earned hours)
ECO 2030	_____ (3)	Principles of Microeconomics
MKT 3050	_____ (3)	Principles of Marketing (Pre: ECO 2030; 54 earned hours)
MKT 3220	_____ (3)	Sales Management (Pre: MKT 3050 w/min grade of "C"; 54 earned hours)

**Plus choose 9 hours of electives:** (3000-level courses – Pre: 54 earned hours; 4000-level courses – Pre: 84 earned hours)

MKT 3215	_____ (3)	Professional Selling (Pre: MKT 3050 w/min grade "C")
MKT 3240	_____ (3)	Integrated Marketing Communications (Pre: MKT 3050 w/min grade "C")
MKT 3260	_____ (3)	Managing Distribution Channels (Pre: MKT 3050 w/min grade "C")
MKT 3270	_____ (3)	Consumer Behavior (Pre: MKT 3050 w/min grade "C")
MKT 3280	_____ (3)	Business-to-Business Buyer Behavior (Pre: MKT 3050 w/min grade of "C")
MKT 3285	_____ (3)	Retail Management (Pre: MKT 3050 w/min grade "C")
MKT 3530/4530	_____ (1-4)	Selected Topics in Marketing
MKT 3900	_____ (6)	Internship (Pre: MKT 3050 w/min grade of "C")
MKT 4550	_____ (3)	International Marketing (Pre: MKT 3050 & WID course w/min grade "C")
MKT 4620	_____ (3)	Marketing Research (Pre: MKT 3050 & WID course w/min grade of "C"; ECO 2200)

Completing the required courses listed above with a minimum overall GPA of 2.0 qualifies the student to minor in Marketing.

**III. MINOR (optional)**

**IV. ELECTIVES (taken to total 122 hours for the degree) ..... 11-13**  
2 semester hours of free electives must be outside the major discipline. **122**