

Touro College/Advisement and Counseling Service
Major Form

Students Name _____ SS# _____ Telephone Number _____
 Expected Date of Graduation _____ Advisor _____

Management /Marketing-B.S. Degree [effective December 14, 2016]

	<u>Credits</u>	<u>Grade</u>	<u>Semester Taken</u>	<u>Semester To be Taken</u>
<u>Required Courses (33 Credits)</u>				
EBA 101 Principles of Accounting I	3	_____	_____	_____
EBA 102 Principles of Accounting II	3	_____	_____	_____
EBE 101 Principles of Macroeconomics	3	_____	_____	_____
EBE 102 Principles of Microeconomics	3	_____	_____	_____
EBF 101 Principles of Finance	3	_____	_____	_____
EBM 101 Principles of Management	3	_____	_____	_____
EBM 213 Business Law I	3	_____	_____	_____
MAT 120 Pre- Calculus (or exemption)	3	_____	_____	_____
MAT 261 Statistics for Social Science Majors	3	_____	_____	_____
MCO 140 Computer Concepts w/Business Applications	3	_____	_____	_____
One of the following:				
MAT 240 Finite Mathematics	3	_____	_____	_____
MCO 148 Advance Computer	3	_____	_____	_____
<u>Required for Major (21 Credits)</u>				
EBK 101 Principles of Marketing	3	_____	_____	_____
EBK 201 Consumer Behavior	3	_____	_____	_____
EBK 202 Marketing Research	3	_____	_____	_____
EBK 207 Social Media Marketing	3	_____	_____	_____
EBK 204 Marketing Management	3	_____	_____	_____
EBK 315 Advertising Marketing Management	3	_____	_____	_____
EBK 493 Business Policy	3	_____	_____	_____
<u>Three Electives from the following (9 credits)</u>				
EBA 209 Financial Statement Analysis	3	_____	_____	_____
EBK 310 Retail Management and Merchandising	3	_____	_____	_____
EBK 330 Sales Force Management and Personal Selling	3	_____	_____	_____
EBK 340 international Marketing Management	3	_____	_____	_____
EBK 351 Direct Marketing	3	_____	_____	_____
EBK 408 Strategic Marketing Management	3	_____	_____	_____
EBK 410 Business to Business	3	_____	_____	_____
EBK 498 Internship in Marketing	3	_____	_____	_____
EBM 320 Entrepreneurship and Management of Small Business	3	_____	_____	_____
EBM 330 Financial Management in Long Term Care	3	_____	_____	_____
EBM 225 Business Ethics OR	3	_____	_____	_____
EBM 317 Social & Govt. Environment of Business	3	_____	_____	_____
EBK 506 Computer Graphics for Marketing Majors	3	_____	_____	_____
Any Course Approved by Department Chair:				
_____	-	_____	_____	_____
_____	-	_____	_____	_____

Total Credits in Program: 63 Total completed _____ *taken outside Touro
 Comments:

STUDENTS SIGNATURE

APPROVED: DEPT. ADVISORS SIGNATURE

DATE