

MAJOR IN BUSINESS ADMINISTRATION, MARKETING CONCENTRATION



This program will provide its students with a comprehensive knowledge of marketing along with the skills necessary for effective decision making in a business environment that is diverse, global, and highly competitive. As defined by the American Marketing Association, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Organizations engage in marketing activities, such as conducting market research, developing new products, establishing pricing approaches, designing marketing communications, and building customer relationships. Marketing is people-oriented and ever changing. A person's analytical and creative abilities are brought to bear on developing solutions to various marketing problems while operating within a continuously evolving marketplace. In addition to the All-University Core Curriculum (<http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/>), course work for a major in business administration/marketing includes calculus, economics, statistics, and business foundation classes along with courses that specifically examine marketing issues and practices.

Learning Outcomes

Students will demonstrate the ability to:

- Identify a marketing problem and key influences on that problem, to use appropriate qualitative and quantitative analysis and market research techniques to evaluate the marketing problem, and to evaluate alternative solutions
- Make a final recommendation that thoroughly addresses the problem/opportunity based on: making reasonable assumptions; considering appropriate customer, competitor, and company constraints; clearly addressing the marketing issues; and demonstrating an understanding of the interrelationships of marketing concepts
- Use marketing terminology correctly
- Develop persuasive and convincing arguments that support recommendations
- Design a marketing plan

Accelerated Program

The Marketing concentration includes an accelerated program option (<https://provost.colostate.edu/accelerated-programs/>) for students to graduate on a faster schedule. Accelerated Programs typically include 15-16 credits each fall and spring semester for three years, plus 6-9 credits over two to three summer sessions (<https://summer.colostate.edu/acceleratedprograms/>). Students who enter CSU with prior credit (AP, IB, transfer, etc.) may use applicable courses to further accelerate their graduation. Visit the Office of the Provost website for additional information about Accelerated Programs (<https://provost.colostate.edu/accelerated-programs/>).

Potential Occupations

Between one-fourth and one-third of the civilian labor force is employed in marketing-related positions. Examples of possible careers include, but are not limited to:

marketing strategy planning, brand management, product development, market research, digital marketing, pricing management, sales management, advertising, and promotion management.

Requirements

The College of Business requires a minimum grade point average of 2.000 in business and economics courses as a graduation requirement.

Effective Fall 2022

Freshman

		AUCC	Credits
BUS 100 or 105	Introduction to Business Exploration of Business		1
BUS 201	Foundations of Sustainable Enterprise		1
CIS 200	Business Information Systems		3
CO 150	College Composition (GT-CO2)	1A	3
ECON 202	Principles of Microeconomics (GT-SS1)	3C	3
Complete 3 credits from the following:			3
MATH 117	College Algebra in Context I (GT-MA1)	1B	
MATH 118	College Algebra in Context II (GT-MA1)	1B	
MATH 124	Logarithmic and Exponential Functions (GT-MA1)	1B	

MATH 125	Numerical Trigonometry (GT-MA1)	1B	
MATH 126	Analytic Trigonometry (GT-MA1)	1B	
MATH 141 (or higher level calculus course)	Calculus in Management Sciences (GT-MA1)	1B	
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)		3A	4
Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)		1C	3
Electives			9
Total Credits			30
Sophomore			
ACT 210	Introduction to Financial Accounting		3
ACT 220	Introduction to Managerial Accounting		3
BUS 220	Ethics in Contemporary Organizations (GT-AH3)	3B	3
BUS 260	Social-Ethical-Regulatory Issues in Business		3
ECON 204	Principles of Macroeconomics (GT-SS1)	3C	3
STAT 204	Statistics With Business Applications (GT-MA1)	1B	3
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)		3A	3
Historical Perspectives (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)		3D	3
Electives			6
Total Credits			30
Junior			
All freshman and sophomore required courses must be completed prior to or concurrent with first enrollment in required junior and senior courses.			
BUS 300	Business Writing and Communication (GT-CO3)	2	3
CIS 370	Business Analytics		3
FIN 300 ¹	Principles of Finance	4A,4B	3
MGT 301	Supply Chain Management		3
MKT 300 ¹	Marketing	4B	3
Select two courses from the following:			6
BUS 361	Principles of Music Marketing		
MKT 315	Marketing Communication Design		
MKT 320	Integrated Marketing Communications		
MKT 330	Business Customer Relationships		
MKT 360/DM 360	Retailing		
MKT 362	Professional Selling		
MKT 363	Sales Management		
MKT 364	Product Design		
MKT 365	International Marketing		
MKT 366	Services Marketing		
MKT 367	Sports Marketing		
MKT 370	Digital Marketing		
MKT 420	Marketing and Societal Well-Being		
MKT 440	Pricing and Financial Analysis in Marketing		
MKT 450	Marketing Analytics		
MKT 487	Internship		
MKT 492	Seminar		
MKT 361	Buyer Behavior		3

Electives		6
Total Credits		30
Senior		
BUS 479	Strategic Management	4A,4C 3
MGT 320	Contemporary Management Principles/Practices	3
Select two courses from the following not taken in the junior year:		6
BUS 361	Principles of Music Marketing	
MKT 315	Marketing Communication Design	
MKT 320	Integrated Marketing Communications	
MKT 330	Business Customer Relationships	
MKT 360/DM 360	Retailing	
MKT 362	Professional Selling	
MKT 363	Sales Management	
MKT 364	Product Design	
MKT 365	International Marketing	
MKT 366	Services Marketing	
MKT 367	Sports Marketing	
MKT 370	Digital Marketing	
MKT 420	Marketing and Societal Well-Being	
MKT 440	Pricing and Financial Analysis in Marketing	
MKT 450	Marketing Analytics	
MKT 487	Internship	
MKT 492	Seminar	
MKT 410	Marketing Research	3
MKT 479	Marketing Strategy and Management	3
Arts and Humanities (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)		3B 3
Electives ²		9
Total Credits		30
Program Total Credits:		120

¹ Students who have taken FIN 305 and/or MKT 305 prior to admission to the College of Business may substitute those courses to satisfy the category 4A and 4B requirements. All other students are required to take FIN 300 and MKT 300 to satisfy categories 4A and 4B.

² Select enough elective credits to bring the program total to a minimum of 120 credits, of which at least 42 must be upper-division (300- to 400-level). A minimum of 6 elective credits must be upper-division.

Students are not to utilize the satisfactory/unsatisfactory (S/U) grading option for any Business concentration course or any Business core course (Business and non-Business subject codes) except when a course only allows S/U grading.

Major Completion Map

Distinctive Requirements for Degree Program:

To Declare this Major: Direct entry as a new freshman or transfer to the College of Business is highly selective and only those students meeting academic requirements will be accepted. For details contact the Office of Admissions.

CSU and the College of Business use holistic review when determining eligibility for admission to the College of Business as a new freshman. An

example of a strong candidate for admission to the College of Business is one who is actively involved in their high school and community, has at least a 3.200 GPA with a 1200 or higher on the SAT or a 27 or higher on the ACT. For current admission criteria, contact the CSU Office of Admissions. New freshmen admitted to CSU but not directly to the College of Business will be admitted as "Undeclared Business Interest" and must meet the requirements below. To be eligible for admission to the College, CSU students (including Undeclared Business Interest) must have a 3.000 cumulative GPA on a minimum of 15 graded credits at Colorado State and a grade of B- or higher in ECON 202 and a grade of C- or higher in each course (total of 3 credits) from the following: MATH 117, MATH 118, MATH 124, MATH 125, MATH 126, MATH 141, or a higher level calculus course.

External transfer students who have completed a minimum of 15 graded credits with a 3.000 cumulative GPA and a grade of B- or higher in ECON 202 and a grade of C- or higher in each course (total of 3 credits) from the following: MATH 117, MATH 118, MATH 124, MATH 125, MATH 126, MATH 141, or a higher level calculus course. External transfer students who do not meet the above criteria will be admitted to Undeclared and must complete the requirements stated above.

To Prepare for First Semester: The Curriculum for the Business Administration-Marketing concentration assumes students will be able to

successfully complete the College of Business Math requirement within the first year.

The College of Business requires a minimum grade point average of 2.000 in business and economics courses as a graduation requirement.

Freshman

Semester 1		Critical	Recommended	AUCC	Credits
BUS 100 or 105	Introduction to Business Exploration of Business		X		1
CO 150	College Composition (GT-CO2)		X	1A	3
	Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)			3A	4
	Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)	X		1C	3
	Elective				3
Total Credits					14

Semester 2		Critical	Recommended	AUCC	Credits
BUS 201	Foundations of Sustainable Enterprise				1
CIS 200	Business Information Systems	X			3
ECON 202	Principles of Microeconomics (GT-SS1)	X		3C	3
	Complete 3 credits from the following:				3
MATH 117	College Algebra in Context I (GT-MA1)			1B	
MATH 118	College Algebra in Context II (GT-MA1)			1B	
MATH 124	Logarithmic and Exponential Functions (GT-MA1)			1B	
MATH 125	Numerical Trigonometry (GT-MA1)			1B	
MATH 126	Analytic Trigonometry (GT-MA1)			1B	
MATH 141	Calculus in Management Sciences (GT-MA1)	X		1B	
	(or higher level calculus course)				
	Electives				6
	BUS 100 or BUS 105 and CO 150 must be completed by the end of Semester 2.	X			
Total Credits					16

Sophomore

Semester 3		Critical	Recommended	AUCC	Credits
ACT 210	Introduction to Financial Accounting	X			3
BUS 220	Ethics in Contemporary Organizations (GT-AH3)			3B	3
ECON 204	Principles of Macroeconomics (GT-SS1)	X		3C	3
	Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)			3A	3
	Elective				3
Total Credits					15

Semester 4		Critical	Recommended	AUCC	Credits
ACT 220	Introduction to Managerial Accounting	X			3
BUS 260	Social-Ethical-Regulatory Issues in Business				3
STAT 204	Statistics With Business Applications (GT-MA1)			1B	3
	Historical Perspectives (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)			3D	3
	Elective				3
Total Credits					15

Junior

Semester 5		Critical	Recommended	AUCC	Credits
BUS 300	Business Writing and Communication (GT-CO3)	X		2	3
CIS 370	Business Analytics				3

FIN 300	Principles of Finance		X	4A,4B	3
MKT 300	Marketing	X		4B	3
Electives					3
STAT 204 must be completed by the end of Semester 5.					

Total Credits					15
Semester 6		Critical	Recommended	AUCC	Credits
MGT 301	Supply Chain Management	X			3
MKT 361	Buyer Behavior				3
Upper-Division MKT electives (except for MKT 305, MKT 495, MKT 496, and MKT 498) (See List on Concentration Requirements Tab)					6
Elective					3
Total Credits					15

Senior					
Semester 7		Critical	Recommended	AUCC	Credits
MGT 320	Contemporary Management Principles/Practices	X			3
Arts and Humanities (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)				3B	3
Upper-Division MKT elective (except for MKT 305, MKT 495, MKT 496, and MKT 498) (See List on Concentration Requirements Tab)					3
Electives					6
FIN 300 and MKT 410 must be completed by the end of Semester 7.					X

Total Credits					15
Semester 8		Critical	Recommended	AUCC	Credits
BUS 479	Strategic Management	X		4A,4C	3
MKT 410	Marketing Research	X			3
MKT 479	Marketing Strategy and Management	X			3
Upper-Division MKT elective (except for MKT 305, MKT 495, MKT 496, and MKT 498) (See List on Concentration Requirements Tab)					3
Elective		X			3
The benchmark courses for the 8th semester are the remaining courses in the entire program of study.					X

Total Credits					15
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Program Total Credits:	120
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Second Concentration with International Business

A second concentration in International Business may be taken in conjunction with the Marketing concentration. Upon graduation, both concentrations will be noted on a student's official transcript.

Effective Fall 2022

The College of Business requires a minimum grade point average of 2.000 in business and economics courses as a graduation requirement.

Freshman

		AUCC	Credits
BUS 100 or 105	Introduction to Business Exploration of Business		1
BUS 201	Foundations of Sustainable Enterprise		1
CIS 200	Business Information Systems		3
CO 150	College Composition (GT-CO2)	1A	3
ECON 202	Principles of Microeconomics (GT-SS1)	3C	3
Complete 3 credits from the following:			
MATH 117	College Algebra in Context I (GT-MA1)	1B	3
MATH 118	College Algebra in Context II (GT-MA1)	1B	
MATH 124	Logarithmic and Exponential Functions (GT-MA1)	1B	

MATH 125	Numerical Trigonometry (GT-MA1)	1B	
MATH 126	Analytic Trigonometry (GT-MA1)	1B	
MATH 141 (or higher level calculus course)	Calculus in Management Sciences (GT-MA1)	1B	
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)		3A	4
Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)		1C	3
Historical Perspectives (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)		3D	3
Electives			6
Total Credits			30
Sophomore			
ACT 210	Introduction to Financial Accounting		3
ACT 220	Introduction to Managerial Accounting		3
BUS 220	Ethics in Contemporary Organizations (GT-AH3)	3B	3
BUS 260	Social-Ethical-Regulatory Issues in Business		3
BUS 300	Business Writing and Communication (GT-CO3)	2	3
ECON 204	Principles of Macroeconomics (GT-SS1)	3C	3
Arts and Humanities (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)		3B	3
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)		3A	3
International Business Group 2 - Global Focus			3
Electives			3
Total Credits			30
Junior			
FIN 300	Principles of Finance	4A,4B	3
MGT 320	Contemporary Management Principles/Practices		3
MGT 435	Global Ethical Leadership Stakeholder Mgmt		3
MKT 300	Marketing	4B	3
MKT 361	Buyer Behavior		3
STAT 204	Statistics With Business Applications (GT-MA1)	1B	3
Select 6 credits from the following:			6
BUS 361	Principles of Music Marketing		
MKT 315	Marketing Communication Design		
MKT 320	Integrated Marketing Communications		
MKT 330	Business Customer Relationships		
MKT 360/DM 360	Retailing		
MKT 362	Professional Selling		
MKT 363	Sales Management		
MKT 364	Product Design		
MKT 366	Services Marketing		
MKT 367	Sports Marketing		
MKT 370	Digital Marketing		
MKT 420	Marketing and Societal Well-Being		
MKT 440	Pricing and Financial Analysis in Marketing		
MKT 450	Marketing Analytics		
MKT 487	Internship		
MKT 492	Seminar		
International Business Group 2 - Global Focus			3

International Business Group 3 - Experiential Learning Requirement 3

Total Credits 30**Senior**

BUS 479	Strategic Management	4A,4C	3
CIS 370	Business Analytics		3
FIN 475	International Business Finance		3
MGT 301	Supply Chain Management		3
MGT 475	International Business Management		3
MKT 365	International Marketing		3
MKT 410	Marketing Research		3
MKT 479	Marketing Strategy and Management		3

Select 3 credits from the following (not previously taken): 3

BUS 361	Principles of Music Marketing
MKT 315	Marketing Communication Design
MKT 320	Integrated Marketing Communications
MKT 330	Business Customer Relationships
MKT 360/DM 360	Retailing
MKT 362	Professional Selling
MKT 363	Sales Management
MKT 364	Product Design
MKT 366	Services Marketing
MKT 367	Sports Marketing
MKT 370	Digital Marketing
MKT 420	Marketing and Societal Well-Being
MKT 440	Pricing and Financial Analysis in Marketing
MKT 450	Marketing Analytics
MKT 487	Internship
MKT 492	Seminar

International Business Group 3 - Experiential Learning Requirement 3

Total Credits 30**Program Total Credits: 120****Interdisciplinary: International Business Group 2 – Global Focus (6 credits)**

Code	Title	Credits
Select 6 credits from the following: 6		
AM 430	International Retailing	3
ANTH 200	Cultures and the Global System (GT-SS3)	3
ECON 317	Population Economics	3
ECON 332/POLS 332	International Political Economy	3
ECON 440	Economics of International Trade and Policy	3
ECON 442	Economics of International Finance and Policy	3
ECON 460	Economic Development	3
GR 320	Cultural Geography	3
HIST 470	World Environmental History, 1500-Present	3
IE 450/SOWK 450	International Social Welfare and Development	3
IE 470	Women and Development	3
IE 471	Children and Youth in Global Context	3
IE 472	Education for Global Peace	3

IE 478	Managing International Development Programs	3
JTC 412	International Mass Communication	3
NRRT 320	International Issues-Recreation and Tourism	3
POLS 232	International Relations (GT-SS1)	3
POLS 362	Global Environmental Politics	3
POLS 431	International Law	3
POLS 433	International Organization	3
POLS 437	International Security	3
POLS 442	Environmental Politics in Developing World	3
POLS 462	Globalization, Sustainability, and Justice	3
SOC 364	Food, Agriculture and Global Society	3
SPCM 434	Intercultural Communication	3

Immersion: International Business Group 3 – Experiential Learning Requirement (6 credits)

Code	Title	Credits
Select at least one from the following: 6		
	Education Abroad experience	

Internship with global focus

L*** language course

Students are not to utilize the satisfactory/unsatisfactory (S/U) grading option for any Business concentration course or any Business core course (Business and non-Business subject codes) except when a course only allows S/U grading

Second Concentration Major Completion Map

Distinctive Requirements for Degree Program:

To Declare this Major: Direct entry as a new freshman or transfer to the College of Business is highly selective and only those students meeting academic requirements will be accepted. For details contact the Office of Admissions.

CSU and the College of Business use holistic review when determining eligibility for admission to the College of Business as a new freshman. An example of a strong candidate for admission to the College of Business is one who is actively involved in their high school and community, has at least a 3.200 GPA with a 1200 or higher on the SAT or a 27 or higher on the ACT. For current admission criteria, contact the CSU Office of Admissions. New freshmen admitted to CSU but not directly to the

College of Business will be admitted as "Undeclared Business Interest" and must meet the requirements below. To be eligible for admission to the College, CSU students (including Undeclared Business Interest) must have a 3.000 cumulative GPA on a minimum of 15 graded credits at Colorado State and a grade of B- or higher in ECON 202 and a grade of C- or higher in each course (total of 3 credits) from the following: MATH 117, MATH 118, MATH 124, MATH 125, MATH 126, MATH 141, or a higher level calculus course.

External transfer students who have completed a minimum of 15 graded credits with a 3.000 cumulative GPA and a grade of B- or higher in ECON 202 and a grade of C- or higher in each course (total of 3 credits) from the following: MATH 117, MATH 118, MATH 124, MATH 125, MATH 126, MATH 141, or a higher level calculus course. External transfer students who do not meet the above criteria will be admitted to Undeclared and must complete the requirements stated above.

To Prepare for First Semester: The Curriculum for the Business Administration-Marketing concentration assumes students will be able to successfully complete the College of Business Math requirement within the first year.

The College of Business requires a minimum grade point average of 2.000 in business and economics courses as a graduation requirement.

Freshman

Semester 1		Critical	Recommended	AUCC	Credits
BUS 100 or 105	Introduction to Business Exploration of Business		X		1
BUS 201	Foundations of Sustainable Enterprise		X		1
CO 150	College Composition (GT-CO2)		X	1A	3
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)			X	3A	4
Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)			X	1C	3
Electives			X		3
Total Credits					15
Semester 2		Critical	Recommended	AUCC	Credits
CIS 200	Business Information Systems		X		3
ECON 202	Principles of Microeconomics (GT-SS1)		X	3C	3
Complete 3 credits from the following:					3
MATH 117	College Algebra in Context I (GT-MA1)			1B	
MATH 118	College Algebra in Context II (GT-MA1)			1B	
MATH 124	Logarithmic and Exponential Functions (GT-MA1)			1B	
MATH 125	Numerical Trigonometry (GT-MA1)			1B	
MATH 126	Analytic Trigonometry (GT-MA1)			1B	
MATH 141	Calculus in Management Sciences (GT-MA1)		X	1B	
(or higher level calculus course)					
Historical Perspectives (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)			X	3D	3
Electives			X		3
BUS 100 or BUS 105 and CO 150 must be completed by the end of Semester 2.		X			
Total Credits					15

Sophomore

Semester 3		Critical	Recommended	AUCC	Credits
ACT 210	Introduction to Financial Accounting		X		3
BUS 220	Ethics in Contemporary Organizations (GT-AH3)			3B	3
ECON 204	Principles of Macroeconomics (GT-SS1)		X	3C	3
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)					3
Electives					3

Total Credits	15
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Semester 4		Critical	Recommended	AUCC	Credits
ACT 220	Introduction to Managerial Accounting		X		3
BUS 260	Social-Ethical-Regulatory Issues in Business		X		3
BUS 300	Business Writing and Communication (GT-CO3)		X	2	3
International Business Group 2 - Global Focus					3
Arts and Humanities (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)					3

Total Credits	15
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Junior

Semester 5		Critical	Recommended	AUCC	Credits
MGT 320	Contemporary Management Principles/Practices		X		3
MGT 435	Global Ethical Leadership Stakeholder Mgmt		X		3
MKT 300	Marketing		X	4B	3
STAT 204	Statistics With Business Applications (GT-MA1)		X	1B	3
International Business Group 2 - Global Focus					3

Total Credits	15
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Semester 6		Critical	Recommended	AUCC	Credits
FIN 300	Principles of Finance		X	4A,4B	3
MKT 361	Buyer Behavior		X		3
MKT Elective (see Program Requirements - Select 6 credits)					6
International Business Group 3 - Experiential Learning Requirement					3

Total Credits	15
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Senior

Semester 7		Critical	Recommended	AUCC	Credits
FIN 475	International Business Finance		X		3
MGT 301	Supply Chain Management		X		3
MGT 475	International Business Management				3
MKT 365	International Marketing				3
MKT 410	Marketing Research		X		3

Total Credits	15
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Semester 8		Critical	Recommended	AUCC	Credits
BUS 479	Strategic Management	X		4A,4C	3
CIS 370	Business Analytics				3
MKT 479	Marketing Strategy and Management	X			3
MKT Elective (see Program Requirements - Select 3 credits)					3
International Business Group 3 - Experiential Learning Requirement					3
The benchmark courses for the 8th semester are the remaining courses in the entire program of study.					

Total Credits	15
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Program Total Credits:	120
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