

# Marketing

All majors in the department of business take a "Business Core" as well as courses designed for the particular major. This makes it easier for Calvin students to add a second business major. As you will see, there are certain Trinity business courses that do not have an exact match to Calvin courses (they are highlighted in blue). These courses will still transfer and count towards the major at Calvin, but how they map towards the major might depend on each particular major. This will be resolved during the advising process.

<b>BUSINESS CORE</b>	<b>Trinity</b>	<b>Calvin</b>
ACCOUNTING PRINCIPLES 1	ACCT 221	ACCT 203
ACCOUNTING PRINCIPLES 2	ACCT 222	ACCT 204
PRICIPLES OF MANAGEMENT	BUAD 121	
PRINCIPLES OF MARKETING	BUAD 131	MKTG 301
PROFESSIONAL COMMUNICATIONS	BUAD 211	
BUSINESS FINANCE	BUAD 241	FIN 301
LEGAL ENVIRONMENT OF BUSINESS	BUAD 253	BUS 350
BUSINESS ETHICS AND SOCIETY	BUAD 301	BUS 392
GLOBAL BUSINESS	BUAD 311	
STRATEGIC MANAGEMENT	BUAD 321	BUS 393
BUSINESS RESEARCH METHODS	BUAD 332	
ORGANIZATIONAL BEHAVIOR	BUAD 362	BUS 201
ORGANIZATIONAL CONSULTING	BUAD 423	BUS 394
BUSINESS COMPUTING	CPSC 260	DATA 102/INFO 201
MARCO	ECON 121	ECON 121
MICRO	ECON 122	ECON 122
CALCULUS OR FINITE MATH	MATH 111/141	MATH 171
STATISTICS	MATH 151	STAT 143

<b>MARKETING</b>	<b>Trinity</b>	<b>Calvin</b>
MARKETING MANAGEMENT	BUAD 333	MKTG 303
PRODUCTS MANAGEMENT	BUAD 335	MKTG 302
NEGOTIATIONS	BUAD 383	BUS 352
DIGITAL MARKETING	BUAD 346	MKTG 304
2 FROM:	COMM 325	COMM 285
BUAD 337, 338, 381, 386, 401	BUAD 381	ENTR 202
COMM 325	BUAD 386	MKTG 303
OR COGNANT ELECTIVE AT 200-LEVEL OR ABOVE		