

MARKETING, B.S.

Minimum of 120 credits required for graduation

GENERAL EDUCATION CORE

BASIC REQUIREMENTS

(6 credits)

Composition and Rhetoric

- EN 103 Composition and Rhetoric I
- EN 104 Composition and Rhetoric II

MODES OF THINKING (9 credits)

Literature (Select one)

- EN 110, EN 112, EN 115

Mathematics (**Satisfied by Major – MA 111**)

Natural Science

- BI 209

Philosophy

- PL 109

Social Sciences (**Satisfied by Major – EC 209**)

CULTURAL LITERACY (18 credits)

Humanities I and II. *Preferably* select a set (e.g., HI 201/202). However, a combination (e.g., PO 201 + HI 214) is acceptable.

- Hum. I: HI 201, PO 201, HI 213
- Hum. II: HI 202, PO 202, HI 214, HI 262

Humanities III: Great Works of Art & Music

- ____

Humanities IV: Great Works of Literature

- ____

Foreign Language/World Cultures

(Select either two of the same language, any two WC, or one WC and one approved course with international study)

- ____
- ____

CHRISTIAN VALUES AND THEOLOGY

(9 credits)

Catholic Theology

- TH 109

Intermediate Theology (200/300 level TH)

- TH ____

Values Seminar

- ____

MAJOR (51 credits)

- MA 111: Probability and Statistics
- MG 100: Introduction to Business
- MG 201: Principles of Management
- MG 211: Quantitative Business Analysis
- OR** MG 220: Data Analysis
- MG 233: Business Communication Skills
- EC 209: Principles of Macroeconomics
- EC 210: Principles of Microeconomics
- AB 217: Financial Accounting
- AB 219: Managerial Accounting
- AB 272: The Legal Environment of Business
- FN 330: Corporate Finance
- OR** FN 331: Financial Management
- MK 201: Principles of Marketing
- MK 220: Consumer Behavior
- MK 340: International Marketing
- MK 410: Marketing Research
- MK 452: Marketing Planning and Strategy
- MK Elective* _____

*Includes HCA 301

FREE ELECTIVES (as needed)

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

For the most up-to-date record of progress toward completion of degree requirements, students should use the Academic Evaluation tool, which is listed under the Academic Planning heading in WebAdvisor.

*M. Yergey, Assistant Dean of Adult and Continuing Education
Effective fall 2023*