Name: _____

MARKETING (Data Analytics), B.S.
40 courses of three or more credits and 3 one-credit PE courses

GENERAL EDUCATION CORE
BASIC REQUIREMENTS (2 courses and 3 one-credit PE courses)
Composition and Rhetoric
☐ EN 103 Composition and Rhetoric I
☐ EN 104 Composition and Rhetoric II
Physical Education Courses
☐ PE 100
☐ PE ____
☐ PE ____

MODES OF THINKING (4 courses)
Literature (Select one)
☐ EN 110, EN 112, EN 115
Mathematics
☐ MA 111: Probability & Statistics
Natural Science (Select one)
☐ BI 209, 210, 211, 242, CH 209, PH 209
Philosophy
☐ PL 109
Social Sciences **(Satisfied by Major – EC 209)**

CULTURAL LITERACY (6 courses)
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
(See Master Schedule of Day Classes)
☐ ___ ____
Humanities IV: Great Works of Literature
(See Master Schedule of Day Classes)
☐ ___ ____
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
(3 courses)
Catholic Theology
☐ TH 109
Intermediate Theology (200/300 level TH)
☐ TH ____
Values Seminar
(See Master Schedule of Day Classes)
☐ ___ ____

MAJOR

☐ MK 201: Principles of Marketing
☐ MG 100: Introduction to Business
☐ MG 201: Principles of Management
☐ MG 220: Data Analysis
☐ MG 233: Business Communication Skills
☐ AB 217: Financial Accounting
☐ AB 219: Managerial Accounting
☐ AB 272: The Legal Environment of Business
☐ EC 209: Principles of Macroeconomics
☐ EC 210: Principles of Microeconomics
☐ FN 331: Financial Management
☐ MK 220: Consumer Behavior
☐ MK 340: International Business
☐ MK 410: Marketing Research
☐ MK 452: Marketing Planning and Strategy
☐ MK Elective _____
☐ MG 4000: Business Capstone

Data Analytics Track: (4 courses)

☐ MG 226: Intro to Data Analytics and AI
☐ CS 260: Databases & Data Visualization
☐ MI 353: Statistical Analysis and Predictive Modeling
☐ MI 462: Applied AI Platforms & Projects

ELECTIVES
(As needed to complete 40-course req.)

☐ ___ ____
☐ ___ ____
☐ ___ ____
☐ ___ ____
☐ ___ ____

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.

DE SALES UNIVERSITY
Typical Program: MANAGEMENT- Data Analytics B. A.

FALL SEMESTER   **SPRING SEMESTER**

FIRST YEAR

Fall		Spring
Composition and Rhetoric I (EN 103)		Composition and Rhetoric II (EN 104)
Probability and Statistics (MA 111)	…or…	Principles of Management (MG 201)
Introduction to Business (MG 100)		Principles of Marketing (MK 201)
Philosophy MOT (PL 109)	…or…	Free Elective
Foreign Language/World Cultures		Foreign Language/World Cultures
Lifetime Fitness and Wellness (PE 100)		Physical Education (Activity)

SECOND YEAR

Fall		Spring
Financial Accounting (AB 217)		Managerial Accounting (AB 219)
Principles of Macroeconomics (EC 209)		Principles of Microeconomics (EC 210)
Humanities 1		Humanities 2
Catholic Theology (TH 109)	…or…	Data Analysis (MG 220) *
Business Communication Skills (MG 233)		Consumer Behavior (MK 220)
Physical Education (Activity)		

THIRD YEAR

Fall		Spring
International Marketing (MK 340)		Statistical Analysis & Predictive Modeling (MI 353)
Marketing Research (MK 410)	…or…	Intro to Data Analytics and AI (MG 226)
Humanities 3		Humanities 4
MK Elective		Natural Science MOT
Financial Management (FN 331)		Literature MOT

FOURTH YEAR

Fall	Spring
Value Seminar: MG 475	Marketing Strategy and Planning (MK 452)
Legal Environment of Business (AB 272)	Applied AI Platforms & Projects (MI 462)
Databases & Data Visualization (CS 260)	Business Capstone (MG 4000) *1 credit*
Intermediate Theology (200-400)	Free Elective
Free Elective	Free Elective
	Free Elective

*MG 220 is a prerequisite for MG 226

A.   Koefer, Director of the Academic Success Center
Effective fall, 2021