Name: _____   **BASED ON CREDITS**

MARKETING (Data Analytics Track), B.S.
121 credits and Three 1-credit PE courses

GENERAL EDUCATION CORE
BASIC REQUIREMENTS
(6 credits and three 1-credit PE Courses)
Composition and Rhetoric
☐ EN103 Composition and Rhetoric I
☐ EN104 Composition and Rhetoric II
Physical Education Courses
☐ PE 100
☐ PE ____
☐ PE ____

MODES OF THINKING (9 credits)
Literature (Select one)
☐ EN 110, EN 112, EN 115
Mathematics
(Satisfied by Major – MA 111)
Natural Science (Select one)
☐ BI 209, BI 210, BI 211, BI 242, CH 209,
    PH 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 (52 credits)
☐ MA 111: Probability and Statistics
☐ MG 100: Introduction to Business
☐ MG 201: Principles of Management
☐ MG 220: Data Analysis
☐ MG 223: Business Communications
☐ MK 201: Principles of Marketing
☐ EC 209: Principles of Macroeconomics
☐ EC 210: Principles of Microeconomics
☐ AB 217: Financial Accounting
☐ AB 219: Managerial Accounting
☐ AB 272: The Legal Environment of Bus.
☐ FN 331: Financial Management
☐ MK 220: Consumer Behavior
☐ MK 340: International Marketing
☐ MK 410: Marketing Research
☐ MK 451/452: Marketing Planning & Strategy
☐ MK Elective ____
☐ MG 4000 Capstone -1 credit

DATA ANALYTICS TRACK (12 credits)
☐ 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

FREE ELECTIVES (15 credits)
☐ ___ ____   ☐ ___ ____
☐ ___ ____   ☐ ___ ____
☐ ___ ____

OPTIONAL MINOR
☐ ___ ____   ☐ ___ ____
☐ ___ ____   ☐ ___ ____
☐ ___ ____   ☐ ___ ____

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
Example Plan: MARKETING (Data Analytics Track), B.S.

FIRST YEAR

FALL SEMESTER (15 credits and 1-credit PE)
Composition and Rhetoric I (EN 103)
Principles of Management (MG 201)
Introduction to Business (MG 100)
Foreign Language/World Cultures
Philosophy MOT (PL 109)
Lifetime Fitness and Wellness (PE 100)

SPRING SEMESTER (15 credits and 1-credit PE)
Composition and Rhetoric II (EN 104)
Free Elective
Principles of Marketing (MK 201)
Foreign Language/World Cultures
Probability and Statistics (MA 111)
Physical Education (Activity)

SECOND YEAR

FALL SEMESTER (15 credits and 1-credit PE)
Financial Accounting (AB 217)
Business Communication Skills (MG 233)
Principles of Macroeconomics (EC 209)
Humanities I
Catholic Theology (TH 109)
Physical Education (Activity)

SPRING SEMESTER (15 credits)
Managerial Accounting (AB 219)
Consumer Behavior (MK 220)
Principles of Microeconomics (EC 210)
Humanities II
Data Analysis (MG 220)

THIRD YEAR

FALL SEMESTER (15 credits)
International Marketing (MK 340)
Marketing Research (MK 410)
Humanities III
Financial Management (FN 331)
MK Elective

SPRING SEMESTER (15 credits)
Natural Science MOT
Stat Analysis Predictive Model (MI 353)
Literature MOT
Humanities IV
Intro to Data Analytics and AI (MG 226)

FOURTH YEAR

FALL SEMESTER (15 credits)
Values Seminar: MG 475
Legal Environment of Bus. (AB 272)
Databases & Data Visualization (CS 260)
Intermediate Theology (200-400)
Free Elective

SPRING SEMESTER (16 credits)
Marketing Strategy & Plan (MK 452)
Applied AI Platforms & Projects (MI 462)
Business Capstone (MG 4000) - 1 credit
Free Elective
Free Elective
Free Elective

S. Finney, Director of the Academic Success Center
Effective fall, 2023