

## Bachelor of Science in Marketing (Fall 2020 & Later)

### Minimum 120 credits required for Bachelor's degree

Foundational Core (30-32 Credits)		Grade
FYWS-125 <sup>1</sup>	First Year Seminar	
CTL 125	Critical Thinking	
MA	Foundational Core Math course	
Choose 1 course from each area *		
Natural/Physical Science <sup>2</sup>		
Literature		
History	HI-100 or HI-102	
Arts/Design/Comm.		
Philosophy		
Theology/Relig		
Social/Behavioral Science		

### Human Journey Seminars: Great Books in CIT (6 Credits)

CIT 201	CIT Seminar I	
CIT 202	CIT Seminar II	

### Liberal Arts Explorations (LAE) (9 Credits Total)

Student must complete one course in each area. (see list on Registrar's Website - checksheets)		
Humanistic Inquiry** (3 credits)		
Social and Global Awareness (3 credits)		
Scientific Literacy (3 credits)		

\* See list of available courses on Student Planning & Advising (SPA)

\*\* HI-227: The History of American Capitalism is recommended

<sup>1</sup>(Requires Grade C or higher)

<sup>2</sup>Science/Natural Science courses includes approved Math and Computer Science courses. Students are required to take at least one course in Biology, Chemistry, or Physics in the Foundational or Liberal Arts Exploration Core. CS and MA courses may be used as a Science/Natural Science in either the Foundational Core or as a requirement in the LAE Core but not in both categories.

<sup>3</sup> Students must contact the Marketing Internship Coordinator no later than the end of Fall of Junior Year. All internships must be pre-approved in order to receive credit.

<sup>4</sup> One MK Minor Courses may be applied towards one MK Electives.

Note: ESL courses <b>will not</b> count towards the 120 credit graduation requirement.
Approved Study Abroad courses may be used to satisfy requirements for foundational core or a Liberal Arts Exploration
A maximum of 8 Applied Music credits may be applied towards graduation

Free electives are used to get to 120 credits only after all major requirements are fulfilled, and the credit total is still below 120.

### Checksheet Key

T	Course transferred and Requirement satisfied
W	Requirement waived
TW	Course transferred and Requirement waived

### Required Curriculum for Degree in Major

Business Core <sup>1</sup> (24 Credits)		Grade
MGT-101	Organization Management	
MK-201	Principles of Marketing	
AC-221	Financial Accounting & Reporting	
AC-222	Managerial Accounting & Control	
FN-215	Financial Management	
MGT-231	Legal and Ethical Responsibility in Business	
MGT-375	Operations & Supply Chain Management	
MGT-401	Strategic Management	

### Internship Requirements (3-6 Credits)

BU-296	Career Development & Readiness	
MK-390	Marketing Internship <sup>1,3</sup>	

### Marketing Major Courses<sup>1</sup> (21 Credits)

MK-270 or IS-272	Customer Insights Using Technology or Dynamics of Information Technology	
MK-320	Consumer Behavior	
MK-362	Marketing Research	
MK-425	International Marketing	
MK-430	Marketing Management	
	Marketing Elective <sup>5</sup>	
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**Marketing Major requires 27 free electives to fulfill the 120 credit graduation requirement.**

### Minor: Digital Marketing<sup>1,4</sup> (12 Credits)

MK-232	Introduction to Digital Marketing	
MK-335	Digital Advertising	
MK-237	Social Media Marketing	
MK 339	Digital Marketing Analytics	

### Minor: Fashion Marketing & Merchandising<sup>1,4</sup> (15 Credits)

FMM-211	Material Culture & History	
FMM-240	Fashion Marketing	
MK-310	Retailing and Merchandising	
FMM-350	Fashion Brand Marketing	
FMM-360	Marketing Integration: Textiles & Fashion	

### Minor: Sport Management<sup>1,4</sup> (12 Credits)

SM-206	Sport Enterprise Management	
SM-305	Sport Sponsorship	
SM-365	Sport Marketing	
	Sport Management Elective	

### Required Supporting Courses<sup>1,5</sup>

	Grade
MA 106/109/110	Foundational Core Math course
MA 131	Elementary Statistics
EC 202	Principles of Microeconomics
EC 203	Principles of Macroeconomics

<sup>5</sup> All required supporting courses may count in the university core



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### **SUGGESTED FOUR YEAR SEQUENCE OF STUDY**

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YEAR 1 - SEMESTER 1		Students interested in the Marketing Major are encouraged to declare their major in their Freshman Year.	YEAR 1 - SEMESTER 2	
First Year Seminar (FYWS-125) or Critical Thinking (CTL-125)			First Year Seminar (FYWS-125) or Critical Thinking (CTL-125)	
Organization Management (MGT-101) or Foundational Core			Organization Management (MGT-101) or Foundational Core	
Foundational Math (MA-106, MA-109 or MA-110)			Elementary Statistics (MA-131)	
Foundational Core			Principles of Marketing (MK-201)	
Foundational Core			Foundational Core	
YEAR 2 - SEMESTER 1		Career Development & Readiness (BU-296) must be taken in the Sophomore Year in one of the four AHEAD sessions. It is a required 0 credit course.	YEAR 2 - SEMESTER 2	
CIT Seminar I (CIT-201)			CIT Seminar II (CIT-202)	
Principles of Microeconomics (EC-202)			Principles of Macroeconomics (EC-203)	
Financial Accounting & Reporting (AC-221)			Managerial Accounting & Control (AC-222)	
Customer Insights Using Technology (MK-270) or Dynamics of Information Technology (IS-272)			Financial Management (FN-215)	
Foundational Core			Foundational Core or Liberal Arts Exploration	
YEAR 3 - SEMESTER 1		Students must contact the Marketing Internship Coordinator by the end of their Junior Year in order to receive credit.	YEAR 3 - SEMESTER 2	
Consumer Behavior (MK-320) or Marketing Research (MK-362)			Consumer Behavior (MK-320) or Marketing Research (MK-362)	
Legal & Ethical Responsibilities in Business (MGT-231)			Operations & Supply Chain Management (MGT-375)	
Foundational Core or Liberal Arts Exploration			Marketing Internship (MK-390)	
Marketing Elective			Elective	
Elective			Elective	
YEAR 4 - SEMESTER 1			YEAR 4 - SEMESTER 2	
International Marketing (MK-425) or Marketing Management (MK-430)			International Marketing (MK-425) or Marketing Management (MK-430)	
Marketing Elective			Strategic Management (MGT-401)	
Elective			Elective	
Elective			Elective	
Elective			Elective	

**Marketing Major requires 27 free electives to fulfill the 120 credit graduation requirement.  
Students are encouraged to pursue a minor AND/OR a double major.**