

# Bachelor of Science in Marketing (Fall 2019 & Later)

## Minimum 120 credits required for Bachelor's degree

### Foundational Core (30-32 Credits)

		Grade
FYS 125 <sup>1</sup>	First Year Seminar	
CTL 125	Critical Thinking	
MA _____	Foundational Core Math course <sup>3</sup>	
<b>Choose 1 course from each area *</b>		
Natural/Physical Science <sup>2</sup>		
Literature		
History	HI-100 or HI-102	
Arts/Design/Comm.		
Philosophy		
Theology/Relig		
Soc/Behav Sci		

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

CIT 201	CIT Seminar I	
CIT 202	CIT Seminar II	

### Liberal Arts Explorations (9 Credits Total)

**Student must complete one course in each area.  
(see list on Registrar's Website - checksheets)**

<b>Humanistic Inquiry (3 credits)</b>		
<b>Social and Global Awareness (3 credits)</b>		
<b>Scientific Literacy (3 credits)</b>		

General Electives (number of credits vary)		Grade

\* See list of courses.

<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 Core or Liberal Arts Explorations. CS and MA courses may be used as a Science/Natural Science in either the Foundational Core or as a theme requirement in the LAE Core. but not in both categories.

<sup>3</sup> One course from a minor may double-count as a MK elective

Note: MA 006 and ESL courses **will not** count towards the 120 credit graduation requirement.

Approved Study Abroad courses may be used to satisfy requirements for the foundational core or a Liberal Arts Exploration

A maximum of 8 Applied Music credits may be applied towards graduation

## Required Curriculum for Degree in Major

### Freshman Business Foundation (3 credits)

		Grade
BU 121 <sup>1</sup>	Introduction to Business	

### Business Core (24 Credits)

AC 221 <sup>1</sup>	Financial Accounting & Reporting	
AC 222 <sup>1</sup>	Managerial Accounting & Control	
FN 215 <sup>1</sup>	Financial Management	
MGT 101 <sup>1</sup>	Organization Management	
MGT 231 <sup>1</sup>	Legal & Ethical Responsibilities in Business	
MGT 375 <sup>1</sup>	Operations Management	
MK 201 <sup>1</sup>	Principles of Marketing	
MGT401 <sup>1</sup>	Strategic Management	

### Other Courses in Major (24 Credits)

MK 270 <sup>1</sup>	Customer Insights Using Technology	
or	OR	
IS 272 <sup>1</sup>	IS 272 Dynamics of Information Technology	
MK 320 <sup>1</sup>	Consumer Behavior	
MK 362 <sup>1</sup>	Marketing Research	
MK 425 <sup>1</sup>	International Marketing	
MK 430 <sup>1</sup>	Marketing Management	
MK 390 <sup>1</sup>	Marketing Internship	
MK <sup>1,3</sup>	Marketing Elective	
MK <sup>1</sup>	Marketing Elective	

### Required Supporting Courses

		Grade
MA 106 <sup>1</sup> /109 <sup>1</sup> /110 <sup>1</sup>	Foundational Core Math course	
MA 131 <sup>1</sup>	Elementary Statistics	
EC 202 <sup>1</sup>	Principles of Microeconomics	
EC 203 <sup>1</sup>	Principles of Macroeconomics	

Marketing majors are encouraged to minor in other business fields, including these related disciplines:

### Minor in Digital Marketing (15 credits)

		Grade
MK 201 <sup>1</sup>	Principles of Marketing	
MK 334 <sup>1</sup>	e-Marketing Strategy	
MK 335 <sup>1</sup>	Digital Advertising	
MK 238 <sup>1</sup>	Software Tools for Design	
MK 336 <sup>1</sup>	Media Planning OR	
or MK 237 <sup>1</sup>	Social Media	

### Minor in Fashion Marketing & Merchandising (15 credits)

MK 201 <sup>1</sup>	Principles of Marketing	
MK 310 <sup>1</sup>	Retailing and Merchandising OR	
or MK 335 <sup>1</sup>	Digital Advertising	
FMM 240 <sup>1</sup>	Fashion Marketing	
FMM 350 <sup>1</sup>	Fashion Brand Marketing	
FMM 360 <sup>1</sup>	Marketing Integration: Textiles & Fashion	

### Minor in Sport Management (15 credits)

MK 201 <sup>1</sup>	Principles of Marketing	
SM 206 <sup>1</sup>	Sport Enterprise Management	
SM 305 <sup>1</sup>	Sport Sponsorship	
SM 265 <sup>1</sup>	Sport Marketing	
SM <sup>1</sup>	Sport Management Elective	

## Checksheet Key

T - Transfer Credit W - Requirement waived TW - Course transferred and requirement waived

**SACRED HEART UNIVERSITY**  
**Jack Welch College of Business**

**Bachelor of Science in Marketing (Fall 2019 & Later)**

**SUGGESTED FOUR YEAR SEQUENCE OF STUDY:**

<b>YEAR 1</b>	<b>SEMESTER I</b>	<b>YEAR 1</b>	<b>SEMESTER 2</b>
FYS 125 or	First Year Seminar	FYS 125 or	First Year Seminar or
FLO 125	The Art of Thinking	FLO 125	The Art of Thinking
BU 121 or	Introduction to Business	BU 121 or	Introduction to Business
MGT 101	Organization Management	MGT 101	Organization Management
MA ____	College-Level Math	MA 131	Business Statistics
	Foundational Core		Foundational Core
	Foundational Core		Foundational Core

  

<b>YEAR 2</b>	<b>SEMESTER 3</b>	<b>YEAR 2</b>	<b>SEMESTER 4</b>
MK 201	Principles of Marketing	MK 270	Customer Insights Using Technology
EC 202	Principles of Microeconomics	or IS 272	Dynamics of Information Technology
CIT 201	CIT Seminar I	EC 203	Principles of Macroeconomics
AC 221	Financial Accounting & Reporting	AC 222	Managerial Accounting & Control
	Foundational Core	FN 215	Financial Management
		CIT 202	CIT Seminar II

  

<b>YEAR 3</b>	<b>SEMESTER 5</b>	<b>YEAR 3</b>	<b>SEMESTER 6</b>
MK 320 or	Consumer Behavior	MK 320 or	Consumer Behavior
MK 362	Marketing Research	MK 362	Marketing Research
MGT 231	Legal & Ethical Responsibilities in Business	MGT 375	Operations Management
	Foundational Core	MK ____	Marketing elective
	Foundational Core		Liberal Arts Exploration
	Liberal Arts Exploration		Liberal Arts Exploration

  

<b>YEAR 4</b>	<b>SEMESTER 7</b>	<b>YEAR 4</b>	<b>SEMESTER 8</b>
MK 425 or	International Marketing	MK 425 or	International Marketing
MK 430	Marketing Management	MK 430	Marketing Management
MGT 401	Strategic Management		General Elective
MK ____	Marketing elective		General Elective
	General Elective		General Elective
	General Elective		

**Notes:**

Foundational Core should be completed by Year 3

MK 390 Marketing Internship should be completed before Year 4

effective Fall 2019