

Bachelor of Science in Marketing (Fall 2018 & Later)

Minimum 120 credits required for Bachelor's degree

Foundational Core (30-32 Credits)	Grade
-----------------------------------	-------

Foundational Core (30-32 Credits)	Grade
-----------------------------------	-------

FYXX 125 ¹	First Year Seminar	
CTL 125	Critical Thinking	
MA 106 ¹	College Algebra OR	
MA 109 ¹	Algebra for Business and Science OR	
MA 110 ¹	Business Calculus	
Choose 1 course from each area *		
Natural/Physical Science ²		
Literature		
History	HI-100 or HI-102	
Arts/Design/Comm.		
Philosophy		
Theology/Relig		
Soc/Behav Sci	EC 202 Principles of Microeconomics	

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)

Humanistic Inquiry (3 credits)

--	--	--

Social and Global Awareness (3 credits)	
--	--

EC 203	Principles of Macroeconomics	
--------	------------------------------	--

<p>Scientific Literacy (3 credits)</p>

--	--	--

General Electives (number of credits vary)	Grade
--	-------

General Electives (number of credits vary)	Grade
--	-------

[illegible]

* See list of courses.

¹Requires Grade C or higher

²Science/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.

³ 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

Required Curriculum for Degree in Major

Freshman Business Foundation (3 credits)	Grade

Freshman Business Foundation (3 credits)	Grade

BU 121 ¹	Introduction to Business	
---------------------	--------------------------	--

Business Core (24 Credits)

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

Other Courses in Major (24 Credits)

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

Required Supporting Courses	Grade
-----------------------------	-------

Required Supporting Courses	Grade
-----------------------------	-------

MA _____ ¹	College-level Math course	
MA 131 ¹	Elementary Statistics	
EC 202 ¹	Principles of Microeconomics	
EC 203 ¹	Principles of Macroeconomics	

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

Minor in Digital Marketing (15 credits)	Grade
--	--------------

Minor in Digital Marketing (15 credits)	Grade
--	--------------

MK 201 [†]	Principles of Marketing	
MK 334 [†]	e-Marketing Strategy	
MK 335 [†]	Digital Advertising	
MK 238 [†]	Software Tools for Design	
MK 336 [†] or MK 237	Media Planning OR Social Media	

Minor in Fashion Marketing & Merchandising (15 credits)

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

Minor in Sport Management (15 credits)

MK 201 ¹	Principles of Marketing	
SM 206 ¹	Sport Enterprise Management	
SM 305 ¹	Sport Sponsorship	
SM 265 ¹	Sport Marketing	
SM ¹	Sport Management Elective	