

Bachelor of Science in Marketing (Fall 2024 & Later)

Minimum 120 credits required for Bachelor's degree

Foundational Core (30-32 Credits)		Grade
FYWS-125 ¹	First Year Seminar	
MA _____	Foundational Core Math course	
Choose 1 course from each area *		
² Natural/Physical Science		
Literature		
History	HI-100, HI-102, or HI-110	
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 4 courses from at least 2 different subjects and 1 course in each in each area. (see list on Registrar's Website - checksheets)

Humanistic Inquiry (3 credits)		
Social and Global Awareness (3 credits)		
Scientific Literacy (3 credits)		
LAE in any area (3 credits)		

* 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 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.

³Students must contact the major internship coordinator

⁴All supporting courses count in the university core

⁵One MK Minor Courses may be applied towards one MK Electives.

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 foundational core or a Liberal Arts Exploration

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

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 ¹ (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-401	Strategic Management	
Choose one of the following		
MGT-375	Operations & Supply Chain Management	
OR		
BUAN 210	Introduction to Data Based Decision-Making	

Required Internship (3 Credits)

BU-296	Career Development & Readiness (0 credits)	
MK-390	Marketing Internship ³	

Marketing Major Courses¹ (21 Credits)

MK-270	Customer Insights Using Technology	
MK-320	Consumer Behavior	
MK-362	Marketing Research	
MK-425	International Marketing	
MK-430	Marketing Management	
	Marketing Elective ⁵	
	Marketing Elective ⁵	

Marketing Major requires 27 credits from free electives to fulfill the 120 credit graduation requirement.

Minor: Digital Marketing^{1,5} (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^{1,5} (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^{1,5} (12 Credits)

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

Required Supporting Courses^{1,4}

MA _____	College-level Math course 106/109/110	
MA 131	Elementary Statistics	
EC 202	Principles of Microeconomics	
EC 203	Principles of Macroeconomics	

SUGGESTED FOUR YEAR SEQUENCE OF STUDY

YEAR 1 - SEMESTER 1
First Year Seminar (FYWS 125)
Organization Management (MGT 101) or Foundational Core
Foundational Math (MA 106, MA 109, MA 110, MA 141, or MA 151)
Foundational Core
Foundational Core

Students interested in the Business Economics Major are encouraged to declare their major in their Freshman Year.

YEAR 2 - SEMESTER 1
CIT Seminar I (CIT 201)
Liberal Arts Exploration (EC202) or MK201
Financial Accounting & Reporting (AC 221)
WCBT 200 level course (BUAN210/MK201/MGT231)
BUAN210 or MGT375

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 3 - SEMESTER 1
Liberal Arts Exploration
Major Course
Major Course
Major Course
Elective

Students must contact the Major Internship Coordinator by the end of their Junior Year in order to receive credit.

YEAR 4 - SEMESTER 1
Strategic Management (MGT 401) or Major Course
Major Course
Elective
Elective
Elective

YEAR 1 - SEMESTER 2
Foundational Core
Foundational Core
Organization Management (MGT 101) or Foundational Core
Elementary Statistics (MA 131)
WCBT 200 level course (EC202/MK201/AC221)

YEAR 2 - SEMESTER 2
CIT Seminar II (CIT 202)
Foundational Core (EC203)
Managerial Accounting & Control (AC 222)
Financial Management (FN 215)
BUAN210 or MGT375

YEAR 3 - SEMESTER 2
Liberal Arts Exploration
Major Course
Major Course
Major Course
Elective

YEAR 4 - SEMESTER 2
Strategic Management (MGT 401) or Major Course
Major Course
Elective
Elective
Elective