Bachelor of Science in Marketing (Fall 2023 & Later)

Minimum 120 credits required for Bachelor's degree

Foundational Core (30-32 Credits)		Grade
FYWS-125[1]	First Year Seminar	
CTL 125	Critical Thinking	
MA ____	Foundational Core Math course	
Choose 1 course from each area *		
[2]Natural/Physical Science		
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 Capitalistm is recommended

[1](Requires Grade C or higher)

[2]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.

[3] Required supporting course for business majors

4 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.

[5] One 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

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[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-375	Operations & Supply Chain Management	
MGT-401	Strategic Management	

Internship Requirements (3-6 Credits)		
BU-396	Career Development & Readiness	
MK-390	Marketing Internship[1,4]	

Marketing Major Courses[1] (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 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		
MA ____[1]	College-level Math course 106/109/110	
MA 131[1]	Elementary Statistics	
EC 202[1]	Principles of Microeconomics	
EC 203[1]	Principles of Macroeconomics	

Sacred Heart UNIVERSITY

JACK WELCH COLLEGE OF BUSINESS & TECHNOLOGY

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SUGGESTED FOUR YEAR SEQUENCE OF STUDY

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

Students interesting 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)
Organization Management (MGT-101) or Foundational Core
Elementary Statistics (MA-131)
Principles of Marketing (MK-201)
Foundational Core

YEAR 2 - SEMESTER 1
CIT Seminar I (CIT-201)
Principles of Microeconomics (EC-202)
Financial Accounting & Reporting (AC-221)
Customer Insights Using Technology (MK-270)
Foundational Core

*Career Development & Readiness (BU-396) 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 II (CIT-202)
Principles of Macroeconomics (EC-203)
Managerial Accounting & Control (AC-222)
Financial Management (FN-215)
Foundational Core or Liberal Arts Exploration

YEAR 3 - SEMESTER 1
Consumer Behavior (MK-320) or Marketing Research (MK-362)
Legal & Ethical Responsibliities in Business (MGT-231)
Foundational Core or Liberal Arts Exploration
Marketing Elective
Elective

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)
Operations & Supply Chain Management (MGT-375)
Marketing Internship (MK-390)
Elective
Elective

YEAR 4 - SEMESTER 1
International Marketing (MK-425) or Marketing Management (MK-430)
Marketing Elective
Elective
Elective
Elective

YEAR 4 - SEMESTER 2
International Marketing (MK-425) or Marketing Management (MK-430)
Strategic Management (MGT-401)
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.