MARKETING (Data Analytics Track), B.S.
Minimum of 120 credits required for graduation

**GENERAL EDUCATION CORE**

**BASIC REQUIREMENTS**
(6 credits)
Composition and Rhetoric
- EN103 Composition and Rhetoric I
- EN104 Composition and Rhetoric II

**MODES OF THINKING (9 credits)**
Literature (Select one)
- EN 110, EN 112, EN 115
Mathematics (Satisfied by Major – MA 111)
Natural Science
- BI 209
Philosophy
- PL 109
Social Sciences (Satisfied by Major – EC 209)

**CULTURAL LITERACY (18 credits)**
Humanities I and II. Preferably select a set (e.g., HI 201/202). However, a combination (e.g., PO 201 + HI 214) is acceptable.
- Hum. I: HI 201, PO 201, HI 213
- Hum. II: HI 202, PO 202, HI 214, HI 262
Humanities III: Great Works of Art & Music
- ___ ___
Humanities IV: Great Works of Literature
- ___ ___
Foreign Language/World Cultures
(Select either two of the same language, any two WC, or one WC and one approved course with international study)
- ___ ___
- ___ ___

**CHRISTIAN VALUES AND THEOLOGY**
(9 credits)
Catholic Theology
- TH 109
Intermediate Theology (200/300 level TH)
- TH ___
Values Seminar:
- ___ ___

**MAJOR (51 credits)**
- MA 111: Probability and Statistics
- MG 100: Introduction to Business
- MG 201: Principles of Management
- MG 220: Data Analysis
- MG 223: Business Communications
- MK 201: Principles of Marketing
- EC 209: Principles of Macroeconomics
- EC 210: Principles of Microeconomics
- AB 217: Financial Accounting
- AB 219: Managerial Accounting
- AB 272: The Legal Environment of Bus.
- FN 331: Financial Management
- MK 220: Consumer Behavior
- MK 340: International Marketing
- MK 410: Marketing Research
- MK 451/452: Marketing Planning & Strategy
- MK Elective ___

**DATA ANALYTICS TRACK (12 credits)**
- MG 226: Intro to Data Analytics and AI
- CS 260: Databases & Data Visualization
- MI 353: Statistical Analysis and Predictive Modeling
- MI 462: Applied AI Platforms & Projects

**FREE ELECTIVES (as needed)**
- ___ ___ ___ ___
- ___ ___ ___ ___
- ___ ___

For the most up-to-date record of progress toward completion of degree requirements, students should use the Academic Evaluation tool, which is listed under the Academic Planning heading in WebAdvisor.

M. Yergey, Assistant Dean of Adult and Continuing Education
Effective fall 2023