

**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.*