MARKETING, B.S.
Minimum of 120 credits required for graduation

GENERAL EDUCATION CORE

BASIC REQUIREMENTS
(6 credits)
Composition and Rhetoric
- EN 103 Composition and Rhetoric I
- EN 104 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 211: Quantitative Business Analysis
  OR MG 220: Data Analysis
- MG 233: Business Communication Skills
- EC 209: Principles of Macroeconomics
- EC 210: Principles of Microeconomics
- AB 217: Financial Accounting
- AB 219: Managerial Accounting
- AB 272: The Legal Environment of Business
- FN 330: Corporate Finance
  OR FN 331: Financial Management
- MK 201: Principles of Marketing
- MK 220: Consumer Behavior
- MK 340: International Marketing
- MK 410: Marketing Research
- MK 452: Marketing Planning and Strategy
- MK Elective* _______________

*Includes HCA 301

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