ACCESS
Bachelor of Science in MARKETING

I. GENERAL EDUCATION CORE
(Orientation and 15 required courses)

A. BASIC REQUIREMENTS (Orientation and 2
English courses)
□ ACCESS Student Orientation*
□ EN103 Composition and Rhetoric I
□ EN104 Composition and Rhetoric II

B. MODES OF THINKING (4 courses)
□ MOT Literature: EN 110, 112, or 115
□ MOT Natural Science: BI 209, 211, or CH 209
□ MOT Philosophy: PL 109
□ MOT Mathematics: MA 110, MA 111, or MA 121
□ MOT Social Science: Covered by Major

C. CULTURAL LITERACY (6 courses)
□ Humanities 1: H1201, HI 213, or P0 201
□ Humanities 2: HI 202, HI 214, HI 262, or P0 202
□ Humanities 3: Great Works of Art or Music
□ Humanities 4: Great works of Literature
□ World Culture Course 1
□ World Culture Course 2

D. CHRISTIAN VALUES & THEOLOGY
(3 courses)
□ TH109 Catholic Theology
□ Intermediate Theology (200 - 300 level)
□ Values Seminar: MG, PL, TH

II. MAJOR (16 required courses)
□ MG 100 Introduction to Business
□ MG 201 Principles of Management
□ MG 211 Quantitative Business Analysis
□ 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 Business
□ FN 330 or 331 Financial Management
□ MG 233 Business Communication Skills
□ MK 220 Consumer Behavior
□ MK 340 International Marketing
□ MK 410 Marketing Research
□ MK 452 Marketing Planning and Strategy
□ MK Elective: ____________________ *

*Three 1 - credit HR workshops will satisfy an elective requirement for MK majors.

*Available on Blackboard

III. ELECTIVES (as needed)
Select courses from any academic area.
□ ____________________________
□ ____________________________
□ ____________________________
□ ____________________________
□ ____________________________
□ ____________________________

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REQUIREMENTS FOR GRADUATION
40 COURSES = 120 CREDITS

Transfer: ________ Courses ________ Credits

STUDENT: ______________________________________

COORDINATOR: ________________________________

DATE: _______________________________________

Students are encouraged to refer to the more detailed explanation of the specific degree requirements and course prerequisites listed in the Undergraduate Catalog and Addendum.

A. Koefer, Dir. of the Academic Resource Center
Effective fall, 2017