

Name: _____

MARKETING, B.S.

40 courses of three or more credits and 3 one-credit PE courses

GENERAL EDUCATION CORE

BASIC REQUIREMENTS (2 courses and 3 one-credit PE courses)

- Composition and Rhetoric
- EN 103 Composition and Rhetoric I
 - EN 104 Composition and Rhetoric II
- Physical Education Courses
- PE 100
 - PE _____
 - PE _____

MODES OF THINKING (4 courses)

- Literature (Select one)
- EN 110, EN 112, EN 115
- Mathematics (Select one)
- MA 110, MA 111, or MA 121
- Natural Science (Select one)
- BI 209, 210, 211, 242, CH 209, PH 209
- Philosophy
- PL 109
- Social Sciences (**Satisfied by Major – EC 209**)

CULTURAL LITERACY (6 courses)

- 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
(See Master Schedule of Day Classes)
- _____
- Humanities IV: Great Works of Literature
(See Master Schedule of Day Classes)
- _____
- 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

- (3 courses)
- Catholic Theology
- TH 109
- Intermediate Theology (200/300 level TH)
- TH _____
- Values Seminar
(See Master Schedule of Day Classes)
- _____

MAJOR

- 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
- MG 4000: Business Capstone
- 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 Free Elective* _____

*Includes HCA 301

MINOR

(6 courses)

- | | |
|--------------------------------|--------------------------------|
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ELECTIVES

(As needed to complete 40-course req.)

- | | |
|--------------------------------|--------------------------------|
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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.

DE SALES UNIVERSITY
Typical Program: MARKETING MAJOR (B. S.)

FALL SEMESTER

SPRING SEMESTER

FIRST YEAR

Composition and Rhetoric I (EN 103)
Finite Mathematics (MA 110), Probability and
Statistics (MA 111), **or** Calculus I (MA 121)
Introduction to Business (MG 100)
Free Elective **...or...**
World Cultures/Foreign Language
Lifetime Fitness and Wellness (PE 100)

Composition and Rhetoric II (EN 104)
Principles of Management (MG 201)
World Cultures/Foreign Language
Principles of Marketing (MK 201)
Philosophy MOT (PL 109)
Physical Education (Activity)

SECOND YEAR

Financial Accounting (AB 217)
Principles of Macroeconomics (EC 209)
Humanities 1 (HI 201 or PO 201)
Business Communication Skills (MK 233)
Catholic Theology (TH 109)
Physical Education (Activity)

Managerial Accounting (AB 219)
Principles of Microeconomics (EC 210)
Humanities 2 (HI 202 or PO 202)
Quantitative Business Analysis (MG 211)
OR Data Analysis (MG 220)
Consumer Behavior (MK 220)

THIRD YEAR

International Marketing (MK 340)
Legal Environment of Business (AB 272) **... or ...**
Literature MOT **... or ...**
Intermediate Theology (200-400) **... or ...**
Financial Management (FN 330 **OR** 331)

Marketing Research (MK 410)
Natural Science (MOT)
Humanities 3
MK Elective*
Free Elective

FOURTH YEAR

Humanities 4
Values Seminar
Free Elective
Free Elective
Free Elective

Mark. Planning & Strat. (MK 452) *3 credits*
Business Capstone (MG 4000) *1 credit*
Free Elective
Free Elective
Free Elective
Free Elective

MOT = Modes of Thought

*Includes HCA-301

A. Koefler, Director of the Academic Success Center
Effective fall, 2021