

Name: \_\_\_\_\_

**BASED ON CREDITS**

**MARKETING (Data Analytics Track), B.S.**

121 credits and Three 1-credit PE courses

**GENERAL EDUCATION CORE**

**BASIC REQUIREMENTS**

**(6 credits and three 1-credit PE Courses)**

Composition and Rhetoric

- EN103 Composition and Rhetoric I
- EN104 Composition and Rhetoric II

Physical Education Courses

- PE 100
- PE \_\_\_\_\_
- PE \_\_\_\_\_

**MODES OF THINKING (12 credits)**

Literature (Select one)

- EN 110, EN 112, EN 115

Mathematics

- MA 111

Natural Science (Select one)

- BI 209, BI 210, BI 211, BI 242, CH 209, PH 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 (49 credits)**

- 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 \_\_\_\_\_
- MG 4000 Capstone -1 credit

**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 (15 credits)**

- \_\_\_\_\_  \_\_\_\_\_
- \_\_\_\_\_  \_\_\_\_\_
- \_\_\_\_\_

**OPTIONAL MINOR**

- \_\_\_\_\_  \_\_\_\_\_
- \_\_\_\_\_  \_\_\_\_\_
- \_\_\_\_\_  \_\_\_\_\_

**DE SALES UNIVERSITY**  
**Example Plan: MARKETING (Data Analytics Track), B.S.**

**FIRST YEAR**

**FALL SEMESTER (15 credits and 1-credit PE)**

Composition and Rhetoric I (EN 103)  
Probability and Statistics (MA 111)  
Introduction to Business (MG 100)  
Foreign Language/World Cultures  
Philosophy MOT (PL 109)  
Lifetime Fitness and Wellness (PE 100)

... or ...

**SPRING SEMESTER (15 credits and 1-credit PE)**

Composition and Rhetoric II (EN 104)  
Free Elective  
Principles of Marketing (MK 201)  
Foreign Language/World Cultures  
Principles of Management (MG 201)  
Physical Education (Activity)

**SECOND YEAR**

**FALL SEMESTER (15 credits and 1-credit PE)**

Financial Accounting (AB 217)  
Business Communication Skills (MG 233)  
Principles of Macroeconomics (EC 209)  
Humanities I  
Catholic Theology (TH 109)  
Physical Education (Activity)

**SPRING SEMESTER (15 credits)**

Managerial Accounting (AB 219)  
Consumer Behavior (MK 220)  
Principles of Microeconomics (EC 210)  
Humanities II  
Data Analysis (MG 220)

**THIRD YEAR**

**FALL SEMESTER (15 credits)**

International Marketing (MK 340)  
Marketing Research (MK 410)  
Humanities III  
Financial Management (FN 331)  
MK Elective

**SPRING SEMESTER (15 credits)**

Natural Science MOT  
Stat Analysis Predictive Model (MI 353)  
Literature MOT  
Humanities IV  
Intro to Data Analytics and AI (MG 226)

**FOURTH YEAR**

**FALL SEMESTER (15 credits)**

Values Seminar: MG 475  
Legal Environment of Bus. (AB 272)  
Databases & Data Visualization (CS 260)  
Intermediate Theology (200-400)  
Applied AI Platforms & Projects (MI 462)

**SPRING SEMESTER (16 credits)**

Marketing Strategy & Plan (MK 452)  
Free Elective  
Free Elective  
Free Elective  
Free Elective  
Business Capstone (MG 4000) - 1 credit

A. Koefler, Director of the Academic Success Center  
Effective fall, 2022