

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

**BASED ON CREDITS**

**MARKETING, B.S. (Four plus One Year MBA)**

121 credits and Three 1-credit PE courses

**GENERAL EDUCATION CORE**

**BASIC REQUIREMENTS**

**(6 credits and three 1-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 (12 credits)**

Literature (Select one)

- EN 110, EN 112, EN 115

Mathematics (Select one)

- MA 110, MA 111, 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 (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 211: Quantitative Business Analysis

**OR** MG 220: Data Analysis

MG 233: Business Communication Skills

MG 4000: Business Capstone – 1 Credit

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 \_\_\_\_\_

**FREE ELECTIVES (18 credits)**

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

**OPTIONAL MINOR**

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

**MBA COURSES for B.S. (9 Credits) \***

- 1. MBA 1                      2. MBA 2                      3. MBA 3

**Additional Courses for the 4+1 MBA \*\***

(9 courses-27 credits)-additional tuition at MBA rate

- 1. MBA 4                      4. MBA 7                      7. MBA 10
- 2. MBA 5                      5. MBA 8                      8. MBA 11
- 3. MBA 6                      6. MBA 9                      9. MBA 12

*All students in the BS-MBA program are required to have job experience and/or an internship.*

*Consultation with an MBA Advisor is required.*

# DE SALES UNIVERSITY

## Example plan: MARKETING MAJOR (B. S.) (Four plus One Year MBA)

### FIRST YEAR

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

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  
World Cultures/Foreign Language  
Lifetime Fitness and Wellness (PE 100)

...or...

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

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

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

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

#### **SPRING SEMESTER (15 credits)**

Managerial Accounting (AB 219)  
Principles of Microeconomics (EC 210)  
Humanities II  
Quantitative Business Analysis (MG 211)  
**OR** Data Analysis (MG 220)  
Consumer Behavior (MK 220)

### THIRD YEAR

#### **FALL SEMESTER (15 credits)**

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

... or ...

... or ...

... or ...

#### **SPRING SEMESTER (15 credits)**

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

### FOURTH YEAR

#### **FALL SEMESTER (15 credits)**

Humanities IV  
Values Seminar  
MBA 1  
Free Elective  
Free Elective

#### **SPRING SEMESTER (16 credits)**

Mark. Planning & Strat. (MK 452)  
Business Capstone (MG 4000) 1 credit  
MBA 2 (Winter Session)  
MBA 3 (Winter Session)  
Free Elective  
Free Elective

### FIFTH YEAR – MBA

#### **SPRING (6 week)**

MBA 4  
MBA 5

#### **SUMMER**

MBA 6  
MBA 7

#### **FALL**

MBA 8  
MBA 9  
MBA 10

#### **WINTER**

MBA 11  
MBA 12

*Students can apply to the MBA Program at the end of their junior year and will receive a letter of intent. Final acceptance into the MBA Program upon successful undergraduate degree conferral.*

*\* Full-time students who have a cumulative GPA of at least 3.0 and have senior status may enroll in graduate courses while fulfilling the requirements for an undergraduate degree. They may register for no more than two graduate courses at a time and may accumulate no more than nine graduate credits (three courses) towards the completion of their undergraduate degree.*

*\*\* The MBA curriculum can be completed online in 36 credits through the general MBA track. Additional tuition will be billed at the MBA rate at the time of admittance.*

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