

Name: _____

BASED ON CREDITS

MARKETING, 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

- EN 103 Composition and Rhetoric I
- EN 104 Composition and Rhetoric II

Physical Education Courses

- PE 100
- PE _____
- PE _____

MODES OF THINKING (9 credits)

Literature (Select one)

- EN 110, EN 112, EN 115

Mathematics (Select one)

(Satisfied by Major – MA 111)

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 (52 credits)

- MA 111: Probability and Statistics
- MG 100: Introduction to Business
- MG 201: Principles of Management
- 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 (27 credits)

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
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OPTIONAL MINOR

- | | |
|--------------------------------|--------------------------------|
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| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

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
Example plan: MARKETING MAJOR (B. S.)

FIRST YEAR

FALL SEMESTER (15 credits and 1-credit PE)

Composition and Rhetoric I (EN 103)
Principles of Management (MG 201)
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)
Probability and Statistics (MA 111)
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
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** 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
Free Elective
Free Elective
Free Elective

SPRING SEMESTER (16 credits)

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

S. Finney, Director of the Academic Success Center
Effective fall, 2023