

Name: _____

MARKETING, B.S. (Five Year MBA)

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
- 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: MBA

MINOR

(6 courses)

- _____
- _____
- _____
- _____

ELECTIVES

(As needed to complete 40-course req.)

- MK 454**
- MK 454**
- _____
- _____
- _____
- _____

***All students in the BS-MBA program are required to complete two 3 credit internship experiences (135 hours each) or one 6 credit internship experience (270 hours).*

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. (Five Year MBA)

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
 Business Communication Skills (MK 233)
 Catholic Theology (TH 109)
 Physical Education (Activity)

Managerial Accounting (AB 219)
 Principles of Microeconomics (EC 210)
 Humanities 2
 Quantitative Business Analysis (MG 211)
 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
 Free Elective
 Free Elective

FOURTH YEAR

Humanities 4
 Values Seminar ... or ...
 MBA-1^
 Marketing Internship (MK 454)**
 Free Elective

Mark. Planning & Strat. (MK 452) *3 credits*
 MBA-2^
 MBA-3^
 Marketing Internship (MK 454)**
 Free Elective
 Business Capstone (MG 4000) *1 credit*
 MBA-4 (Spring Online *starts after graduation*)

FIFTH YEAR

FALL
 MBA-5
 MBA-6
 MBA-7

WINTER
 MBA-8
 MBA-9
 MBA-10

SPRING
 MBA-11 (CR 510)
 MBA-12*

*For Marketing concentration, one course is waived when 12 credits of UG marketing have been completed.

^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.

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A. Koefer, Director of Academic Resource Center, Effective fall, 2019