

Name: _____

MARKETING (Data Analytics) 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
 EN103 Composition and Rhetoric I
 EN104 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
 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 (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: MG 475: Ethics of the Workplace
 MG 475 ____

MAJOR

(16 required courses)

- MG 100: Introduction to Business
- MG 201: Principles of Management
- MG 233: 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 452: Marketing Planning and Strategy
- MK Free Elective ____
- MG 4000 Capstone (1 credit)

Data Analytics Track: (5 required courses)

- MG 212: Data Analysis
- 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

ELECTIVES

(As needed for 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.

DeSales University
Typical Program: MARKETING Data Analytics, B.S.

FALL SEMESTER

SPRING SEMESTER

FIRST YEAR

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

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

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

Managerial Accounting (AB 219)
Consumer Behavior (MK 220)
Principles of Microeconomics (EC 210)
Humanities 2
Data Analysis (MG 212)

THIRD YEAR

International Marketing (MK 340)
Marketing Research (MK 410)
Humanities 3
Financial Management (FN 331)
MK Elective

Natural Science MOT
Stat Analysis Predictive Model (MI 353)
Literature MOT
Humanities 4
Intro to Data Analytics and AI (MG 226)

FOURTH YEAR

Values Seminar: MG 475
Legal Environment of Bus. (AB 272)
Databases & Data Visualization (CS 260)
Intermediate Theology (200-400)
Free Elective

Marketing Strategy and Planning (MK 452)
Applied AI Platforms & Projects (MI 462)
MG4000 (1 credit)
Free Elective
Free Elective
Free Elective

A. Koefler, Director of the Academic Resource Center
Fall, 2020