

## MARKETING (MKTG)

### *B.S. in Business Administration - Marketing*

Note: Sequence of courses may be altered with advisor's approval.

#### FALL

#### SPRING

FRESHMAN					
<i>Course No.</i>	<i>Description</i>	<i>Cr.</i>	<i>Course No.</i>	<i>Description</i>	<i>Cr.</i>
ECON 101	Economic Principles	3	ECON 102	Economics Principles II	3
BUS 101	Business in a Global Society	3	ENGL 103	Writing for a Discipline	3
ENGL 104	Writing About Literature	3	HIST 102	Europe/Modern Wrld. II	
ACCT 101	Financial Accounting	3	Or 104	US from 1877	3
MGMT 101	Management Principles	3	SCI	Science Elective	3
CORE 101	Information Literacy	1	MATH 111	Finite Math	3
CORE 102	Colloquium	2	FNAR	Fine Arts Elective	3
CORE 103	Fall Comm. Enrich. Series	0	CORE 104	Spring Comm. Enrich. Series	0
<b>Total No. of Credits</b>		<b>18</b>	<b>Total No. of Credits</b>		<b>18</b>

SOPHOMORE					
<u>SEMESTER IN FRANCE</u>					
HIST 101	Europe/ Modern World I	3	ACCT 102	Managerial Accounting	3
RLST	Religious Studies Elective	3	MKTG 302	Marketing	3
FREN	French	3	PSYC 101	Intro to Psychology	3
FREN	French	3	PHIL 205	Reason/Responsibility	
FNAR	Fine Arts Elective	3	Or RLST 205	Faith and Franciscanism	3
			ENGL 208	Writing and Comm. In Bus.	3
<b>Total No. of Credits</b>		<b>15</b>	<b>Total No. of Credits</b>		<b>18</b>

JUNIOR					
STAT 301	QBA I	3	STAT 302	QBA II	3
SPCH 103	Fund. of Publ. Spkng.	3	MGMT 102	POM	3
MIS 102	Mgmt. Info. Systems	3	SOC 101/102	Sociology Elective	3
BLAW 301	Legal Envir. of Business	3	FIN 202	Finance	3
CPSC 101	Intro to Computer Systems	3	PLSC 102/103	Political Science Elective	3
COMM 310	Advertising	3		Free Elective	3
EXAM 301	Writing Competency Exam	0			
<b>Total No. of Credits</b>		<b>18</b>	<b>Total No. of Credits</b>		<b>18</b>

SENIOR					
MGMT 401	Strategic Management	3	MKTG 403	International Marketing	3
MKTG 320	Consumer Behavior	3	MKTG 404	Marketing Management	3
MKTG 321	Marketing Research	3	PHIL 313	Business Ethics	3
PHIL 205	Reason/ Responsibility			Major Elective *	3
Or RLST 205	Faith and Franciscanism	3			
	Major Elective *	3		Free Elective	3
	Free Elective	3	CORE 403	Senior Capstone	0
<b>Total No. of Credits</b>		<b>18</b>	<b>Total No. of Credits</b>		<b>15</b>

\* Choose 6 credits from COMM 205, 208; or FIN 310; or MIS 342, 345; or MGMT 206; or MKTG 398-399, 409, 501.

SOC SCI Elective = ECON 101, SOC 101, 102, 202, or 305, PLSC102 or 103, or PSYC101