



Shields School of Business

Bachelor of Science in Marketing with a Concentraion in Entrepreneurship

Student Name:

Fall

Spring

First Year

Credits 30

Status	Course No.	Name	GE	Note	Credits	Status	Course No.	Name	GE	Note	Credits
	ECON101	Principles of Economics I	Y	Fulfills Gen Ed and CBC	3		ECON102	Principles of Economics II	Y	Fulfills Gen Ed and CBC	3
	BUS101	Business in a Global Society	Y	Fulfills Gen Ed and CBC	3		MGMT101	Principles of Management		CBC	3
	FTAE105	Franciscan Goals for Today	Y		3		SCI_ELECT	Science Elective	Y		3
	HIST_ELECT	History Course at 100 or 200 level	Y		3		FNAR_ELECT	Fine Arts Elective	Y	ART, FNAR, MUS, THTR	3
	CORE113	First-Year Seminar	Y		3		WRIT102	Research Writing	Y		3
	CORE103	Community Enrichment (Fall - 6)	Y		0		CORE104	Community Enrichment (Spring- 6)	Y		0
Total					15	Total					15

Sophomore Year

Credits 36

MKTG101	Marketing	CBC	3	MGMT102	Production/Operations Management	CBC	3		
ACCT101	Financial Accounting	CBC	3	ACCT102	Managerial Accounting	CBC	3		
MGMT331	Entrepreneurship		3	COMM103	Speech Fndmntls and Public Spking	CBC	3		
MIS102	Management Information Systems		3	LANG_ELECT	Language at 102 level or higher	Y	3		
MATH111	MATH101 or higher (MATH111 recmnd)	Y	3	PHIL205	Discovering Philosophy	Y	3		
LIT104	Intro to Literature	Y	3	MGMT332	The Entrepreneurial Mind: Creativity and Inn		3		
Total				18	Total				18

Junior Year

Credits 33

MKTG321	Marketing Research			3	MKTG320	Consumer Insight		3	
BUSA311	Desc,Pred Analytics for Bus or STAT301	Y	Fulfills Gen Ed and CBC	3	BUSA103	Advanced Excel with Bus Apps		3	
COMM208	Writing and Communicating in Business		CBC	3	COMM310	Advertising		3	
PHIL313	Business Ethics	Y	Fulfills Gen Ed and CBC	3	FIN202	Finance	CBC	3	
SSCI_ELECT	Soc Sci Elective (PLSC, PSCY101, or SOC)	Y		3	MGMT333	Social Entrepreneurship		3	
MGMT335	Financing Entrepreneurial Ventures			3					
EXAM301	Writing Competency Exam	Y		0					
Total				18	Total				15

Senior Year

Credits 29

MKTG206	Global Marketing Strategy		3	MKTG404	Marketing Management	Fulfills CORE407	3
MGMT401	Strategic Management	CBC	3	MKTG_ELECT	Marketing Elective	See Catalog for Options	3
MKTG_ELECT	Marketing Elective	See Catalog for Options	3	BLAW_ELECT	Business Law Elective	CBC- BLAW301,302,303,304	3
FREE_3	3 Credit Free Elective		3	FREE_3	3 Credit Free Elective		3
FREE_2	2 Credit Free Elective		2	MGMT430	Small Business Start-ups and Consulting Prac		3
Total			14	Total			15

4-Year Total

Total Credits: 128
Free Electives: 8

Notes: The elective in the Entrepreneurship concentration is fulfilled by MKTG321.