



Shields School of Business

Bachelor of Science in Marketing (Accelerated MBA)

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		SSCI_ELECT	Soc Sci Elective (PLSC, PSCY101, or SOC)	Y		3
	RLST105	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
	BUS113	First-year Business Leadership Seminar I			0		BUS114	First-year Business Leadership Seminar II			0
Total					15	Total					15

Sophomore Year

Credits

33

	MKTG101	Marketing		CBC	3		MGMT102	Production/Operations Management		CBC	3
	ACCT101	Financial Accounting		CBC	3		ACCT102	Managerial Accounting		CBC	3
	MGMT101	Principles of Management		CBC	3		COMM103	Public Speaking		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		BUS214	Second-Year Business Leadership Seminar II			0
	BUS213	Second-Year Business Leadership Seminar I			0	Total					15

Junior Year

Credits

30

	MKTG206	Global Marketing Strategy			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 & Communicating in Bus		CBC	3		FIN202	Finance		CBC	3
	COMM310	Advertising			3		MKTG398	Marketing Internship			3
	FREE_3	3 Credit Free Elective			3		PHIL313	Business Ethics	Y	Fulfills Gen Ed and CBC	3
	EXAM301	Writing Competency Exam	Y		0		BUS314	Third-Year Business Leadership Seminar II			0
	BUS313	Third-Year Business Leadership Seminar I			0		BUS314	Third-Year Business Leadership Seminar II			0
Total					15	Total					15

Senior Year

Credits

36

	MKTG321	Marketing Research			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
	MBA_FREE	MBA Course as a Free Elective			3		MBA_FREE	MBA Course as a Free Elective			3
	MBA_FREE	MBA Course as a Free Elective			3		FREE_3	3 Credit Free Elective			3
	FREE_3	3 Credit Free Elective			3		FREE_3	3 Credit Free Elective			3
Total					18	Total					18

4-Year Total

Total Credits:

129

Free Electives:

12

Notes: The accelerated MBA program allows students to take 9 credits of MBA courses at the undergraduate level as free electives that can be utilized to fulfill requirements of the MBA program thus accelerating the earning of the MBA degree. Students should work with their academic advisor and the Director of the MBA program to choose appropriate courses.