

MARKETING MAJOR + COMMUNICATIONS MAJOR, B.S. DEGREE

Fall Semester			Spring Semester		
<u>FRESHMAN</u>					
<i>Course #</i>	<i>Description</i>	<i>Cr.</i>	<i>Course #</i>	<i>Description</i>	<i>Cr.</i>
CORE 103	Fall CES	0	CORE 104	Spring CES	0
LIT 104	Intro to Lit	3	ECON 102	Microeconomics	3
COMM 105	Media Lit & Society	3	PSYC 101, SOC elective, PLSC 102 or 103		3
ECON 101	Macroeconomics	3	RLST 105	Franciscan Goals for Today	3
BUS 101	Bus. In a Global Society	3	HIST 100/200	History elective	3
CORE 113	Freshman Seminar	3	COMM 201	Writing for Media	3
		15			15
<u>SOPHOMORE</u>					
ACCT 101	Financial Accounting	3	ACCT 102	Managerial Accounting	3
COMM 210	Public Relations	3	COMM 205	Print and Web Editing	3
MGMT 101	Principles of MGMT	3	MKTG 101	Marketing	3
FOR LANG	Elementary II	3	PHIL 205	Reason & Responsibility	3
MATH 111	Finite Math	3	COMM 230/240	Group or CSR	3
WRIT 102	Research Writing.	3	MGMT 102	Production Management	3
		18			18
<u>JUNIOR</u>					
STAT 301	QBA I	3	STAT 302	QBA II	3
MKTG 320	Consumer Insight	3	COMM 301	Audio / Video Production	3
COMM 220	Digital Image Editing	3	COMM 208	Writ. & Comm. In Bus.	3
SPCH 103	Speech	3	CPSC 101	Intro to Computer Sci	3
COMM 398/99	Internship	3	MKTG 321	Marketing Research	3
EXAM 301	Writing Competency	0	COMM 330	Social Media Strategies	3
SCI/BIO/LENGR/CPSC		3			
		18			18
<u>SENIOR</u>					
MIS 102	Mgmt Info Systems	3	MKTG 404	Marketing Management	3
MKTG 206	Global Mktg Strategy	3	BLAW 301	Legal Enviro. of Business	3
PHIL 313	Business Ethics	3	COMM 402	Advanced A/V Prod	3
COMM 435	Multi-Platform Storytelling	3	COMM 310	Advertising	3
FNAR	elective	3	MGMT 401	Strategic Management	3
COMM 308/320	Desktop or Web Design	3	FIN 202	Finance	3
		18			18