



Shields School of Business

Bachelor of Science in Marketing and Business Analytics (double major)

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		BUSA103	Advanced Excel with Bus Apps			3
	RLST105	Franciscan Goals for Today	Y		3		MGMT101	Principles of Management		CBC	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
	MIS345	Data Base Management			3		ACCT102	Managerial Accounting		CBC	3
	BUSA311	Desc,Pred Analytics for Bus or STAT301	Y	Fulfills Gen Ed and CBC	3		BUSA321	Business Analytics with Python			3
	MIS102	Management Information Systems			3		MIS110	Computer Programming with Bus Apps			3
	MATH112	Calculus	Y		3		PHIL205	Discovering Philosophy	Y		3
	LIT104	Intro to Literature	Y		3		BUSA215	Data Visualization			3
Total					18	Total					18

Junior Year

Credits

33

	MKTG206	Global Marketing Strategy			3		MKTG320	Consumer Insight			3
	ACCT101	Financial Accounting		CBC	3		ACCT102	Managerial Accounting		CBC	3
	COMM208	Writing & Communicating in Bus		CBC	3		PHIL313	Business Ethics	Y	Fulfills Gen Ed and CBC	3
	COMM310	Advertising			3		FIN202	Finance		CBC	3
	BUSA321	Business Analytics with Python			3		BUSA322	Data Mining and Machine Learning			3
	EXAM301	Writing Competency Exam	Y		0		COMM103	Public Speaking		CBC	3
Total					15	Total					18

Senior Year

Credits

29

	MKTG321	Marketing Research			3		MKTG404	Marketing Management		Fulfills CORE407	3
	MGMT401	Strategic Management		CBC	3		BUSA_ELECT	Business Analytics Elective		See Catalog for Options	3
	BUSA405	Business Analytics Capstone			3		BLAW_ELECT	Business Law Elective		CBC- BLAW301,302,303,304	3
	SSCI_ELECT	Soc Sci Elective (PLSC, PSCY101, or SOC)	Y		3		LANG_ELECT	Language at 102 level or higher	Y		3
	SCI_ELECT	Science Elective	Y		3		FREE_2	2 Credit Free Elective			2
Total					15	Total					14

4-Year Total

Total Credits:

128

Free Electives:

2

Notes: BUSA321 and BUSA321 fulfill marketing major elective.