



Shields School of Business

Bachelor of Science in Marketing with Digital Media Concentration

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	4	CORE II - GE and CBC	3		ECON102	Principles of Economics II	6*	Fulfills Gen Ed and CBC	3
	BUS101	Business in a Global Society	4	Fulfills Gen Ed and CBC	3		SSCI_ELECT	Soc Sci Elective (Course 6)	6	Must be non-business discipline	3
	FTAE105	Franciscan Goals for Today	2		3		SCI_ELECT	Science Elective	9		3
	HIST_ELECT	History Course at 100 or 200 level	5		3		FNAR_ELECT	Fine Arts Elective	12	ART, FNAR, MUS, THTR	3
	CORE113	First-Year Seminar	1	CORE I - GE	3		WRIT102	Research Writing	3		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
	MGMT101	Principles of Management		CBC	3		COMM103	Speech Fndmntls and Public Spking		CBC	3
	MIS102	Management Information Systems			3		COMM115	Photojournalism			3
	COMM340	Graphic Design			3		PHIL105	Intro to Philosophy	11	GE	3
	LIT_ELECT	Literature Elective	7	GE	3		BUSA103	Advanced Excel with Bus Apps			3
Total					18	Total					18

Junior Year

Credits 33

	MKTG206	Global Marketing Strategy			3		MKTG320	Consumer Insight			3
	BUSA311	Desc, Pred Analytics for Bus or STAT301	8	Fulfills Gen Ed and CBC	3		PHIL213	Business Ethics	13	Fulfills Gen Ed and CBC	3
	COMM208	Writing and Communicating in Business		CBC	3		FIN202	Finance		CBC	3
	COMM310	Advertising			3		LNCUL_ELECT	Language and Culture Elective	10		3
	FREE_3	3 Credit Free Elective			3		COMM220	Digital Image Editing			3
							COMM308	Desktop Publishing			3
Total					15	Total					18

Senior Year

Credits 29

	MKTG321	Marketing Research			3		MKTG404	Marketing Management	14	CORE III	3
	MGMT401	Strategic Management	15	Fulfills Gen Ed and CBC	3		COMM330	Social Media Strategies			3
	COMM301	Audio/Video Production			3		BLAW_ELECT	Business Law Elective		CBC- BLAW301,302,303,304	3
	COMM320	Web Design and Development			3		FREE_3	3 Credit Free Elective			3
	FREE_2	2 Credit Free Elective			2		FREE_3	3 Credit Free Elective			3
Total					14	Total					15

4-Year Total

Total Credits: 128

Free Electives: 11

Notes: COMM220, COMM301, COMM308, COMM320, and COMM330 all fulfill Marketing program major electives