



Shields School of Business

Bachelor of Science in Marketing

Student Name:

Fall

Spring

First Year

Credits **30**

Status	Course No.	Name	GE	Note	Credits
	ECON101	Principles of Economics I	Y	Fulfills Gen Ed and CBC	3
	BUS101	Business in a Global Society	Y	Fulfills Gen Ed and CBC	3
	RLST105	Franciscan Goals for Today	Y		3
	HIST_ELECT	History Course at 100 or 200 level	Y		3
	CORE113	First-Year Seminar	Y		3
	CORE103	Community Enrichment (Fall - 6)	Y		0
Total					15

Status	Course No.	Name	GE	Note	Credits
	ECON102	Principles of Economics II	Y	Fulfills Gen Ed and CBC	3
	SSCI_ELECT	Soc Sci Elective (PLSC, PSCY101, or SOC)	Y		3
	SCI_ELECT	Science Elective	Y		3
	FNAR_ELECT	Fine Arts Elective	Y	ART, FNAR, MUS, THTR	3
	WRIT102	Research Writing	Y		3
	CORE104	Community Enrichment (Spring- 6)	Y		0
Total					15

Sophomore Year

Credits **33**

	MKTG101	Marketing		CBC	3
	ACCT101	Financial Accounting		CBC	3
	MGMT101	Principles of Management		CBC	3
	MIS102	Management Information Systems			3
	MATH111	Finite Math (MATH111 or higher)	Y		3
	LIT104	Intro to Literature	Y		3
Total					18

	MGMT102	Production/Operations Management		CBC	3
	ACCT102	Managerial Accounting		CBC	3
	COMM103	Public Speaking		CBC	3
	LANG_ELECT	Language at 102 level or higher	Y		3
	PHIL205	Discovering Philosophy	Y		3
Total					15

Junior Year

Credits **30**

	MKTG206	Global Marketing Strategy			3
	STAT301	Quantitative Business Analysis I	Y	Fulfills Gen Ed and CBC	3
	COMM208	Writing & Communicating in Bus		CBC	3
	COMM310	Advertising			3
	FREE_3	3 Credit Free Elective			3
	EXAM301	Writing Competency Exam	Y		0
Total					15

	MKTG320	Consumer Insight			3
	STAT302	Quantitative Business Analysis II		CBC	3
	FIN202	Finance		CBC	3
	PHIL313	Business Ethics	Y	Fulfills Gen Ed and CBC	3
	FREE_3	3 Credit Free Elective			3
Total					15

Senior Year

Credits **32**

	MKTG321	Marketing Research			3
	MGMT401	Strategic Management		CBC	3
	MKTG_ELECT	Marketing Elective		See Catalog for Options	3
	FREE_3	3 Credit Free Elective			3
	FREE_3	3 Credit Free Elective			3
	FREE_2	2 Credit Free Elective			2
Total					17

	MKTG404	Marketing Management			3
	MKTG_ELECT	Marketing Elective		See Catalog for Options	3
	BLAW_ELECT	Business Law Elective		CBC- BLAW301,302,303,304	3
	CORE407	Senior Keystone	Y		3
	FREE_3	3 Credit Free Elective			3
Total					15

4-Year Total

Total Credits: 125

Free Electives: 17

Notes:

General Education Diversity Requirement

There is a diversity requirement in the general education program. Currently BUS101 fulfills this requirement.
Other business classes that fulfill this requirement include: MGMT201, MGMT206, MGMT307, and MKTG206

LANG_ELECT

For the language elective in general education, students must complete 3 credits at the 102 level or higher.
The current language prefixes are as follows: ASL, FREN, GERM, ITAL, LANG, LATN, SPAN

FNAR_ELECT

For the fine arts elective, students must complete any 3 credits of fine arts courses.
The current fine arts prefixes are as follows: FNAR, ART, MUS, THTR

SSCI_ELECT

For the social sciences elective, business majors need a 3 credit course from one of the following:
Any PLSC course at the 100 or 200 level
PSYC101 - Introduction to Psychology
Any SOC course at the 100 or 200 level

SCI_ELECT

For the Science elective, business students may choose any of the following courses:

BIOL103	Environmental S	3
BIOL104	Human Heredity	3
BIOL105	Human Biology	3
CHEM105	Contemporary C	3
PHYS101	Physical Science	3
PHYS102	Descriptive Astr	3
SCI101	Science for Activ	3
SCI102	Intro to Renewa	3

or any natural science, computer science, or engineering course that has a lab, if the lab is also completed.

BLAW_ELECT

For the Business Law elective student may choose any of the following courses:

BLAW301	Legal Environme	3
BLAW302	CPA Law	3
BLAW303	Sports Law	3
BLAW304	International Bu	3

IS_ELECT

The Accounting and Finance major do not have an IS-focused course among their required courses. To meet the information systems learning goal, these major are required to take one of the following IS-related courses:

ACCT310	Accounting Infor	3
ACCT401	Accounting Appl	3
BUSA103	Advanced Excel	3
CPSC101	Intro to Comput	3
CPSC121	Intro to Program	4
MIS102	Management Infor	3
MIS110	Computer Progr	3
MIS342	E-Commerce	3