



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	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
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	Public Speaking		CBC	3
	MIS102	Management Information Systems			3		COMM340	Graphic Design			3
	COMM115	Photojournalism			3		PHIL205	Discovering Philosophy		Y	3
	LIT104	Intro to Literature		Y	3		MATH111	MATH101 or higher (MATH111 recmnd)		Y	3
Total					18	Total					18

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		PHIL313	Business Ethics		Y Fulfills Gen Ed and CBC	3
	COMM310	Advertising			3		FIN202	Finance		CBC	3
	COMM220	Digital Image Editing			3		LANG_ELECT	Language at 102 level or higher		Y	3
	EXAM301	Writing Competency Exam		Y	0						
Total					15	Total					15

Senior Year

Credits 32

	MKTG321	Marketing Research			3		MKTG404	Marketing Management		Fulfills CORE407	3
	MGMT401	Strategic Management		CBC	3		COMM330	Socia Media Strategies			3
	COMM301	Audio/Video Production			3		BLAW_ELECT	Business Law Elective		CBC- BLAW301,302,303,304	3
	COMM320	Web Design			3		FREE_3	3 Credit Free Elective			3
	COMM308	Desktop Publishing			3		FREE_3	3 Credit Free Elective			3
	FREE_2	2 Credit Free Elective			2						
Total					17	Total					15

4-Year Total

Total Credits: 128

Free Electives: 8

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