

Bachelor of Science, Marketing

Updated: February, 2018

Name _____

Double Major or Concentration

Entrepreneurship

FALL

SPRING

FRESHMAN - 30 Credits

_____ ECON 101	Economic Principles I	3	_____ ECON 102	Economics Principles II (CAT 4)	3
_____ RLST 105	Francis and Global Issues	3	_____ ENGL 103	Writing for a Discipline (link)	3
_____ HIST _____	Elective	3	_____ Soc Sci EI	PLSC/PSYC/SOC	3
_____ BUS 101	Business in a Global Society	3	_____ SCI 101	Science for Active Citizenship	3
_____ CORE 113	First Year Seminar	3	_____ MGMT 101	Management Principles(CAT 4)	3
_____ CORE 103	Community Enrichment Series (6)	0	_____ CORE 104	Community Enrichment Series (6)	0
		15			15

SOPHOMORE - 36 Credits

_____ ACCT 101	Financial Accounting	3	_____ ACCT 102	Managerial Accounting	3
_____ MGMT 331	Entrepreneurship	3	_____ MKTG302	Marketing	3
_____ ENGL 104	Intro to Literature	3	_____ MGMT 102	POM	3
_____ MIS 102	Mgmt Info Systems	3	_____ LANG _____	Language Elective	3
_____ SPCH 103	Fund. of Publ. Spkg.	3	_____ PHIL 205	Reason/Responsibility	3
_____ MATH 111	Finite Math	3	_____ MGMT 332	Entrepreneurial Mind	3
_____ CORE 211	Personal Wellness	0	_____ CORE 212	Comm & Global Wellness	0
		18			18

JUNIOR - 33 Credits

_____ STAT 301	QBA I (CAT 2)	3	_____ STAT 302	QBA II	3
_____ ENGL 208	Writing and Comm. In Bus.	3	_____ MKTG320	Consumer Behavior	3
_____ PHIL 313	Business Ethics (CAT 1)	3	_____ FIN 202	Finance	3
_____ MKTG321	Marketing Research	3	_____ COMM310	Advertising	3
_____ MGMT 335	Financing Entrepreneurial Ventur	3	_____ MGMT 333	Social Entrepreneurship	3
_____ EXAM 301	Writing Competency Exam	0	_____ FNAR	Fine Arts Elective	3
		15			18

SENIOR - 29 Credits

_____ MKTG403	Intl Marketing (CAT 3) *	3	_____ MKTG404	Marketing Management	3
_____ MGMT 401	Strategic Management	3	_____ BLAW _____	301\302\303	3
_____ MKTG _____	Major Elective	3	_____ CORE 407	GETM Keystone Course	3
_____ FREE _____	Free Elective	3	_____ MKTG _____	Major Elective	3
_____ FREE _____	Free Elective (2 credits)	2	_____ MGMT 430	Small Bus Start-Ups	3
_____ EXAM401	Comprehensive Business Exam	0			
		14			15

Total Credits	128 credits
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Free Electives	5 credits
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NOTE: MKTG321 is required for a degree in Marketing and also fulfills an Entrepreneurship elective.
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