

**University of Saint Francis**  
**Marketing Major - 8 Semester Plan**

Semester #1		Term: _____
Course Number	Course Name	Hours
BUS 101	Introduction to Business	3
BUS 125	Essentials of Spreadsheets	3
ENGL 101 (GE)	Rhetoric and Composition	3
ICON 100 (GE)	iConnect	3
MATH 125 (GE)	Algebra and Trigonometry	3
Total Semester Credit Hours		15
<b>Cumulative Total Credit Hours</b>		<b>15</b>

Semester #2		Term: _____
Course Number	Course Name	Hours
ACCT 106	Introduction to Financial Accounting	3
BUS 200 (GE)	Business Communication	3
COMM 121(GE)	Fundamentals of Public Communication	3
ENGL 104 (GE)	Rhetoric of Inquiry	3
MKT 281	Principles of Marketing	3
Total Semester Credit Hours		15
<b>Cumulative Total Credit Hours</b>		<b>30</b>

Semester #3		Term: _____
Course Number	Course Name	Hours
ACCT 110	Basics of Managerial Accounting	3
ECON 207 (GE)	Macroeconomics	3
FIN 250	Principles of Managerial Finance	3
GE	Health and Wellness GE	3
MGMT 230	Principles of Management	3
Total Semester Credit Hours		15
<b>Cumulative Total Credit Hours</b>		<b>45</b>

Semester #4		Term: _____
Course Number	Course Name	Hours
BUS 270	Business Law	3
ECON 208	Microeconomics	3
GE	History GE	3
MGMT 272	Management Information Systems	3
MGMT 275	Principles of Entrepreneurial Thinking	3
Total Semester Credit Hours		15
<b>Cumulative Total Credit Hours</b>		<b>60</b>

Semester #5		Term: _____
Course Number	Course Name	Hours
BUS 360	Business Statistics	3
MKT 317	International Marketing	3
MKT Elective	Marketing Elective	3
MKT 321 or MKT 345	Promotions Management or Professional Selling	3
GE	Franciscan Tradition GE	3
Total Semester Credit Hours		15
<b>Cumulative Total Credit Hours</b>		<b>75</b>

Semester #6		Term: _____
Course Number	Course Name	Hours
BUS 391	Experiential Learning I	3
MKT 410 or MKT 486	Consumer Behavior or Marketing Research	3
MKT 341	e-Commerce	3
GE	Care for Creation GE	3
PHIL 323 (GE) or PHIL 484 (GE)	Ethics or Professional Ethics	3
Total Semester Credit Hours		15
<b>Cumulative Total Credit Hours</b>		<b>90</b>

Semester #7		Term: _____
Course Number	Course Name	Hours
BUS 456 (GE)	Franciscan Values and Ethics in Business	3
MKT 321 or MKT 345	Promotions Management or Professional Selling	3
MKT Elective	Marketing Elective	3
MKT Elective	Marketing Elective	3
GE	Natural Sciences GE	3
Total Semester Credit Hours		15
<b>Cumulative Total Credit Hours</b>		<b>105</b>

Semester #8		Term: _____
Course Number	Course Name	Hours
BUS 489 (GE)	Business Strategy	3
MKT 410 or MKT 486	Consumer Behavior or Marketing Research	3
GE	Creative Arts GE	3
GE	Literature GE	3
GE	Theology GE	3
Total Semester Credit Hours		15
<b>Cumulative Total Credit Hours</b>		<b>120</b>

**Notes**

- Schedule provides a template. Schedules will vary by student.
- General Education (GE)