

BACHELOR OF SCIENCE IN MARKETING
ACADEMIC PLANNING: PROGRAM – 4 YEAR PLAN

Fall 12-18 credit hours (placements if needed)	Spring 12-18 credit hours (placements if needed)
BUS 101 Introduction to Business (3)	ACCT 106 Introduction to Financial Accounting (3)
BUS 125 Essentials of Spreadsheets (3)	COMM 121(GE) Fundamentals of Public Communication (3)
ENGL 101 (GE) Rhetoric and Composition (3)	ENGL 104 (GE) Rhetoric of Inquiry (3)
ICON 100 (GE) iConnect (3)	Health and Wellness GE (3)
MATH 125 (GE) Algebra and Trigonometry (3)	MGMT 230 Principles of Management (3)
15 semester credit hours	15 semester credit hours (30 credit hours total)
Fall 12-18 credit hours	Spring 12-18 credit hours
ACCT 110 Basics of Managerial Accounting (3)	BUS 270 Business Law (3)
BUS 200 (GE) Business Communication (3)	ECON 208 Microeconomics (3)
ECON 207 (GE) Macroeconomics (3)	History GE (3)
FIN 250 Principles of Managerial Finance (3)	MGMT 272 Management Information Systems (3)
MKT 281 Principles of Marketing (3)	MGMT 275 Principles of Entrepreneurial Thinking (3)
15 credit hours (45 credit hours total)	15 credit hours (60 credit hours total)
Fall 12-18 credit hours	Spring 12-18 credit hours
BUS 360 Business Statistics (3)	BUS 391 Experiential Learning I (3)
Franciscan Tradition GE (3)	Care for Creation GE (3)
MKT 317 International Marketing (3)	MKT 341 e-Commerce (3)
MKT 321 Promotions Management or MKT 345 Professional Selling (3)	MKT 410 Consumer Behavior or MKT 486 Marketing Research (3)
Marketing Elective (3)	PHIL 323 (GE) Ethics or PHIL 484 (GE) Professional Ethics (3)
15 credit hours (75 credit hours total)	15 credit hours (90 credit hours total)
Fall 12-18 credit hours	Spring 12-18 credit hours
BUS 456 (GE) Franciscan Values and Ethics in Business (3)	BUS 489 (GE) Business Strategy (3)
Natural Sciences GE (3)	Creative Arts GE (3)
MKT 321 Promotions Management or MKT 345 Professional Selling (3)	MKT 410 Consumer Behavior or MKT 486 Marketing Research (3)
Marketing Elective (3)	Theology GE (3)
Marketing Elective (3)	Literature GE (3)
15 credit hours (105 credit hours total)	15 credit hours (120 credit hours total)

San Damiano General Education (GE) courses are offered within distributions and are approved by the university's Curriculum Council. Please see your Academic advisor for additional information.

Please note: This schedule is subject to change based on course offerings and curriculum developments that may occur throughout the 2017-2018 academic year.

Marketing Electives Include: BUS 393, COMM 215, COMM 385, MGMT 330, MGMT 439, RMI 370, or any additional MKT 300/400 course