

Date:

Name:

**MARKETING
(122 Credit Hours)**

(effective for students entering for the Fall 2008 semester)

FALL

SPRING

FRESHMAN

_____ MSB 110 Intro to Financial Accounting
_____ CIS 110 Intro. to Computer Applications
_____ CORE 115 or 116 Oral Communication
_____ CORE 110 Effective Writing
_____ CORE 131 or 133 (Civilization)
_____ First Year Experience (1 credit)

_____ MSB 120 Intro. Management Accounting & Planning
_____ ECON 112 Principles of Economics: Micro
_____ MATH 121 Calculus I
_____ CORE 100 Liberal Arts Seminar
_____ CORE 14__* (Foreign Cultures/Language)

SOPHOMORE

_____ MSB 210 Principles of Marketing
_____ CORE 153 Principles of Economics: Macro
_____ CORE 16__* Literature
_____ CORE 18__** (American Studies)
_____ CORE 280 Fundamentals of Philosophy

_____ MKT 315 Consumer Behavior
_____ MSB 200 Principles of Management
_____ ECON 221 Quantitative Methods for Business & Econ I
_____ MSB 287 Business Ethics***
_____ CORE 19__** (Contemporary Global Studies)

JUNIOR

_____ MSB 305 Organizational Behavior
_____ MSB 320 Financial Management
_____ MSB 330 Business Law I
_____ CORE 25__* (System Theology)
_____ MKT Elective ~ ~

_____ CARP 412 Career Planning II (1 credit)
_____ CORE 17__* (The Arts)
_____ CORE 26__* (Moral Theology)
_____ CORE 270 Natural Science
_____ MKT Elective ~ ~
_____ Elective ~

SENIOR

_____ MKT 450 Marketing Research
_____ MKT Elective ~ ~
_____ CORE 27__* (Natural Science II)
_____ Elective ~
_____ Elective ~

_____ MSB 480 Strategic Management
_____ MKT 480 Marketing Management
_____ Elective ~
_____ Elective ~
_____ Elective ~

~ ~ Marketing Electives are selected from the following:

MKT 320 Retail Management
MKT 325 Public Relations
MKT 330 Selling Strategies

MKT 350 Principles of Advertising
MKT 360 Strategic Advertising Campaigns
MKT 390 International Marketing

* Courses may be selected from a variety of courses within the sequence of numbers beginning with the numbers preceding the " __*."

** If a student takes CORE 180, he/she must take CORE 19__. If a student takes CORE 190, he/she must take CORE 18__. A student cannot take both CORE 180 and CORE 190 to meet CORE requirements.

*** MSB 287 fulfills the second Philosophy Core requirement

~ 6 Elective Courses (18credits). Students may select any course offered/accepted by the college, including non-business courses. Marketing majors are encouraged to participate in the Experiential Learning/Internship Program. (1 elective course – 3 credits). Students must select a non-business course offered/accepted by the college, (which can include an additional CORE class) to fulfill this 3-credit requirement.