

Marketing

Bachelor of Science in Business Administration, Major in Marketing (BSBA.MKT)

Core Requirements			Credits	Notes/Instructions
College Sem.	Quest for Meaning	CSEM 100	3	†A student may be required to take ENGL 105 and/or MATH 100 based on placement exams administered prior to their first semester at King's College. ENGL 105 and MATH 100 are 3-credit courses and will count as free electives. †† The Intercultural Competence requirement can be satisfied by taking a 100-level language class for 3 credits or participating in an approved Study Abroad experience. (See college catalog for more information) SBM = Satisfied By Major requirement(s) and credit(s) listed below.
Communication & Creative Expression	Writing	ENGL 110 ^{†,4}	3	
	Oral Communication	COMM 101 ⁴	3	
	Literature	ENGL 140-149	3	
	The Arts	ARTS 100-149	3	
Citizenship	History	HIST 100-149	3	
	Intercultural	FREN/GERM/SPAN 100-level or Study Abroad ^{††}	3	
	Global Connections	ECON 150-199; GEOG 150-199; HIST 150-199; PS 150-199; SOC 150-199	3	
Quantitative & Scientific Reasoning	SBM Quantitative Reasoning	MATH 123 [†] or higher level	-	
	Scientific Endeavor	NSCI 100	3	
	Science in Context	NSCI 171-199	3	
	SBM Human Beh. & Soc. Inst	ECON 111, 112	-	
Wisdom, Faith, & the Good Life	Introduction to Phil.	PHIL 101	3	
	SBM Phil. Investigations	MSB 287	-	
	Theology & Wisdom	THEO 150-159	3	
	Theology & the Good Life	THEO 160-169	3	
Total Core Credits			39	

Business Foundations	Credits	Major Requirements	Credits	Elective ³ / Other Requirements	Credits
CIS 110 or CIS 119	3	MKT 315 ^{PR}	3	HCE 101 Holy Cross Exp.	1
ECON 111 ²	3	MKT 360 ^{PR}	3	Free Elective ³	3
ECON 112 ²	3	MKT 450 ^{PR}	1	Free Elective ³	3
ECON 221 ^{PR}	3	MKT 480 ^{PR}	3	Free Elective ³	3
IB 241	3	MKT 480 L ^{PR}	3	Free Elective ³	3
MATH 123 ¹	3	MKT Elective ^{*,PR}	3	Free Elective ³	3
MSB 100	1	MKT Elective ^{*,PR}	3		
MSB 110	3	CARP 412	1		
MSB 120 ^{PR}	3				
MSB 200	3				
MSB 210	3				
MSB 220 ^{PR}	3				
MSB 240 ^{PR}	3				
MSB 250 ^{PR}	3				
MSB 287 ^{1,PR}	3				
MSB 305 ^{PR}	3				
MSB 400 ^{PR}	2				
MSB 480 ^{PR}	3				
Total Business Foundation Credits		Total Major Credits		Total Elective³ / Other Credits	
51		20		16	

Total Credits Required for Graduation = 126

Upon graduation, a student will receive a Bachelor of Science in Business Administration (B.S.B.A.) with a major in Marketing.

*Marketing Electives (choose two of the following):		
MKT 325	MKT 350	MKT 390
MKT 330	MKT 385	

General Information:

A student must earn a minimum of 120 credit hours to be awarded the baccalaureate degree. The number of credit hours required for graduation may be higher in certain major programs or if the student elects to pursue a second major. **Marketing requires 126 credits.** Beyond the requirements of the Core Curriculum and of a student's chosen major program, the balances of the credit hours required for graduation are "free electives."

See reverse side for a suggested sequence

Effective 07/01/2026

Marketing

Suggested Sequence

A suggested course sequence of degree requirements is listed below. Refer to the college catalog for course titles, descriptions, and prerequisites. Always consult your Academic Advisor when planning and scheduling your classes.

Fall		Credits	Spring		Credits
MSB 100 Introduction to Business		1	MSB 120 ^{PR} Intro. to Mgmt. Accounting & Planning		3
MSB 110 Introduction to Financial Reporting		3	MATH 123 ² Finite Mathematics & Business Analytics		3
CIS 110 Intro to Business Information Systems or					
CIS 119 Spreadsheet Analysis		3	ECON 112 ² Introduction to Microeconomics		3
Core Course ¹ (<i>CSEM 100 Quest for Meaning</i>)		3	Core Course ¹ (<i>ENGL 110⁴ Academic Writing</i>)		3
Core Course ¹ (<i>COMM 101⁴ Oral Communication</i>)		3	Core Course ¹		3
Core Course ¹ (<i>Intercultural-FREN/GERM/SPAN</i>)		3			
HCE 101 Holy Cross Experience		1			
		17			15
Summer		Credits			
Fall		Credits	Spring		Credits
MSB 210 Principles of Marketing		3	MKT Elective * ^{PR}		3
MSB 250 ^{PR} Bus. Communication & Mentoring		3	MSB 200 Principles of Management		3
ECON 111 ² Introduction to Macroeconomics		3	MSB 287 ² Business Ethics		3
Core Course ¹ (<i>PHIL 101 Introduction to Philosophy</i>)		3	ECON 221 Statistics and Predictive Analytics		3
Core Course ¹		3	Core Course ¹		3
		15			15
Summer		Credits			
Fall		Credits	Spring		Credits
MKT 315 Consumer Behavior ^{PR}		3	MKT 360 ^{PR} Digital Marketing		3
MSB 220 ^{PR} Financial Management		3	MSB 305 ^{PR} Organizational Behavior		3
MSB 240 Business Law I		3	Free Elective ³		3
IB 241 Globalization		3	Core Course ¹		3
Core Course ¹		3	Core Course ¹		3
		15	CARP 412 Career Planning II		1
					16
Summer		Credits			
Fall		Credits	Spring		Credits
MKT 450 ^{PR} Marketing Research		3	MKT 480 ^{PR} Marketing Management		3
MKT Elective* ^{PR}		3	MKT 480-L Marketing Management Lab		1
MSB 400		2	Core Course 1		3
MSB 480		3	Free Elective ³		3
Core Course 1		3	Free Elective ³		3
Free Elective ¹		3	Free Elective ³		3
		17			16
Total Credits Required for Graduation = 126					

NOTES:

¹Choose one course from each of the Core Requirements listed on the reverse side.

²Course may satisfy both a Major and a Core requirement. MATH 123 satisfies the Quantitative Reasoning Core requirement, ECON 111 or ECON 112 satisfies the Human Behavior & Social Institutions Core requirement, and MSB 287 satisfies the Philosophical Investigations Core requirement.

³Students may select "free electives" for personal enrichment **OR** for Minor and/or Second Major Requirements.

⁴ENGL 110 and COMM 101 are prerequisites for many upper-level courses and should be taken during the first year.

^{PR} Course has a prerequisite – check college catalog.