

# MARKETING

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (B.S.B.A.), MAJOR IN MARKETING

CORE Requirements	Credits	Major / Concentration Requirements	Credits	Business Foundations	Credits	Free Electives <sup>2</sup>	Credits
CORE 090 First Yr Exp.	1	MKT 315	3	CIS 110	3	Free Elective	3
CORE 100 Lib Arts Sem.	3	MKT 360	3	CORE 153 <sup>1</sup>	3	Free Elective	3
CORE 110 <sup>3</sup> Effect Writ.	3	MKT 450	3	CORE 193 <sup>1</sup> /IB 241 <sup>1</sup>	3	Free Elective	3
CORE 115 <sup>3</sup> Oral Com.	3	MKT 480	3	ECON 112	3	Free Elective	3
CORE 131/133 Civilization	3	MKT 480L	1	ECON 221	3	Free Elective	3
CORE 14x Forgn. Lng/Cult	3	MKT ELECTIVE	3	MATH 123 <sup>1</sup>	3		
CORE 16x Literature	3	MKT ELECTIVE	3	MSB 100	1		
CORE 17x The Arts	3	CARP 412	1	MSB 110	3		
CORE 180 Amer Studies	3			MSB 120	3		
CORE 25x Syst. Theology	3			MSB 200	3		
CORE 26x Mor. Theology	3			MSB 210	3		
CORE 270 Natural Sci I	3			MSB 220	3		
CORE 271–279 Nat Sci II	3			MSB 240	3		
CORE 280 Philos. I	3			MSB 250	3		
				MSB 287 <sup>1</sup>	3		
				MSB 305	3		
				MSB 400	2		
				MSB 480	3		
Total Credits for CORE	40			Total Credits for Major	71	Total Credits for Free Electives	15

### 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.

<b>*Marketing Electives (choose three of the following):</b>		
MKT 320	MKT 350	MKT 385
MKT 330	MKT 360	MKT 390

<sup>1</sup>Students majoring in Marketing are required to take CORE 153, CORE 180, CORE 193/IB 241, MATH 123 and MSB 287. These courses satisfy both major and/or CORE requirements.

- CORE 153 satisfy the CORE Social Science requirement
- CORE 180 satisfies the American Studies CORE requirement
- CORE 193/IB 241 satisfies the CORE Contemporary Global Studies requirement
- MATH 123 satisfies the CORE Math requirement
- MSB 287 satisfies the CORE Philosophy II requirement

<sup>2</sup>Students may select “free electives” for personal enrichment **OR** for Minor and/or Second Major Requirements. Up to six hours of internship credit may also serve as free electives.

<sup>3</sup>CORE 110, and CORE115 are prerequisites for many upper-level courses and should be taken during the first year.

**NOTE:** CORE 287 is **NOT** the equivalent of MSB 287.

### **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.”

# MARKETING

## SUGGESTED SEQUENCE

- Use the information below as a guide when selecting courses.
- Refer to the reverse side when selecting major courses, major electives, core courses, and free electives when applicable.
- Consult your Academic Advisor prior to course registration.
- Refer to the King's College Catalog and/or website for course titles and descriptions.
- Choose one course from each CORE category as listed on the reverse side.
  - CORE courses may be taken in any order approved by the academic advisor with the following conditions:
    - CORE 100 and CORE 110 should be taken in the first year.
    - CORE 115 should be taken within the first two years.
    - For students selecting a Foreign Language (CORE 14x), every effort should be made to register for that language in the first semester at King's.
    - Certain CORE courses are prerequisites for major courses and should be selected as first year classes.

<b>1<sup>st</sup> Year – Fall</b>		<b>cr.</b>	<b>1<sup>st</sup> Year - Spring</b>		<b>cr.</b>
MSB 100 Intro. to Business		1	MSB 120 Intro. to Mgmt. Control & Planning		3
MSB 110 Intro. to Financial Reporting		3	MATH 123 <sup>1</sup> Finite Math		3
CIS 110 Intro. To Computer Appl. For Bus.		3	ECON 112 Principles of Economics: Micro		3
CORE 100 (Liberal Arts Seminar)		3	CORE 110 <sup>3</sup> Effective Writing		3
CORE 115 <sup>3</sup> or 116 <sup>3</sup> Effect. Oral Comm. or Debate		3	CORE		3
CORE 140 or 141 – 146		3			
CORE 090 First Year Experience		1			
		<b>17</b>			<b>15</b>
<b>2<sup>nd</sup> Year – Fall</b>			<b>2<sup>nd</sup> Year – Spring</b>		
MSB 210 Principles of Marketing		3	CORE		3
MSB 250 Bus. Communication & Mentoring		3	MSB 200 Principles of Management		3
CORE 153 <sup>1</sup> Principles of Economics: Macro		3	MSB 287 <sup>1</sup> Business Ethics		3
CORE 280 Intro. To Philosophy		3	ECON 221 Quant. Methods for Bus. & Econ.		3
CORE 180 <sup>1</sup>		3	CORE 193 <sup>1</sup> /IB 241 <sup>1</sup> Globalization/Intro. to Int. Bus.		3
		<b>15</b>			<b>15</b>
<b>3<sup>rd</sup> Year – Fall</b>			<b>3<sup>rd</sup> Year – Spring</b>		
MSB 220 Financial Management		3	MSB 305 Organizational Behavior		3
MSB 240 Business Law I		3	MKT 360 Digital Marketing		3
MKT Elective*		3	CORE		3
MKT 315 Consumer Behavior		3	CORE		3
CORE		3	CORE		3
		<b>15</b>	CARP 412 Career Planning II		1
					<b>16</b>
<b>4<sup>th</sup> Year – Fall</b>			<b>4<sup>th</sup> Year - Spring</b>		
MKT 450 Marketing Research		3	MKT 480 Marketing Management		3
MSB 400 Professional Seminar		2	MKT 480L Marketing Management Lab		1
MSB 480 Strategic Management		3	MKT Elective*		3
Elective <sup>2</sup>		3	CORE		3
Elective <sup>2</sup>		3	Elective <sup>2</sup>		3
Elective <sup>2</sup>		3	Elective <sup>2</sup>		3
		<b>17</b>			<b>16</b>
<b>Total Credits Required for Graduation = 126</b>					