

# 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. <b>SBM</b> = Satisfied By Major requirement(s) and credit(s) listed below.
Communication & Creative Expression	Writing	ENGL 110 <sup>†,4</sup>	3	
	Oral Communication	COMM 101 <sup>4</sup>	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 <sup>††</sup>	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 120 <sup>†</sup> or higher level ( <b>MATH 123</b> )	-	
	Scientific Endeavor	NSCI 100	3	
	Science in Context	NSCI 171-199	3	
	SBM Human Beh. & Soc. Inst	<b>ECON 111, 112</b> ; GEOG 101, 102; PS 101, PSYC 101, SOC 101	-	
Wisdom, Faith, & the Good Life	Introduction to Phil.	PHIL 101	3	
	SBM Phil. Investigations	PHIL 170-199; <b>MSB 287</b>	-	
	Theology & Wisdom	THEO 150-159	3	
	Theology & the Good Life	THEO 160-169	3	
<b>Total Core Credits</b>			<b>39</b>	

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

### 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 three of the following):		
MKT 320	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."

# 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 2019		Credits	Spring 2020		Credits
MSB 100 Intro. to Business		1	MSB 120 <sup>PR</sup> Intro. to Mgmt. Control & Planning		3
MSB 110 Intro. to Financial Reporting		3	MATH 123 <sup>2</sup> Finite Math		3
CIS 110 Intro. To Computer Appl. for Bus.		3	ECON 112 <sup>2</sup> Introduction to Microeconomics		3
Core Course <sup>1</sup> ( <i>CSEM 100 Quest for Meaning</i> )		3	Core Course <sup>1</sup> ( <i>ENGL 110<sup>4</sup> Academic Writing</i> )		3
Core Course <sup>1</sup> ( <i>COMM 101<sup>4</sup> Oral Communication</i> )		3	Core Course <sup>1</sup>		3
Core Course <sup>1</sup> ( <i>Intercultural-FREN/GERM/SPAN</i> )		3			
HCE 101 Holy Cross Experience		1			
		<b>17</b>			<b>15</b>
Summer 2020		Credits			
Fall 2020		Credits	Spring 2021		Credits
MSB 210 Principles of Marketing		3	MKT 315 <sup>PR</sup> Consumer Behavior		3
MSB 250 <sup>PR</sup> Bus. Communication & Mentoring		3	MSB 200 Principles of Management		3
ECON 111 <sup>2</sup> Introduction to Macroeconomics		3	MSB 287 <sup>2</sup> Business Ethics		3
Core Course <sup>1</sup> ( <i>PHIL 101 Introduction to Philosophy</i> )		3	ECON 221 Statistics for Economics & Business I		3
Core Course <sup>1</sup>		3	Core Course <sup>1</sup>		3
		<b>15</b>			<b>15</b>
Summer 2021		Credits			
Fall 2021		Credits	Spring 2022		Credits
MKT Elective <sup>*,PR</sup>		3	MKT 360 <sup>PR</sup> Digital Marketing		3
MSB 220 <sup>PR</sup> Financial Management		3	MKT 360 <sup>PR</sup> Digital Marketing Lab		1
MSB 240 Business Law I		3	MSB 305 <sup>PR</sup> Organizational Behavior		3
IB 241 Introduction to International Business		3	Core Course <sup>1</sup>		3
Core Course <sup>1</sup>		3	Core Course <sup>1</sup>		3
		<b>15</b>	Free Elective <sup>3</sup>		3
			CARP 412 Career Planning II		1
					<b>17</b>
Summer 2022		Credits			
Fall 2022		Credits	Spring 2023		Credits
MKT 450 <sup>PR</sup> Marketing Research		3	MKT 480 <sup>PR</sup> Marketing Management		3
MKT Elective <sup>*,PR</sup>		3	MSB 400 <sup>PR</sup> Professional Seminar		2
Core Course <sup>1</sup>		3	MSB 480 <sup>PR</sup> Strategic Management		3
Free Elective <sup>3</sup>		3	Core Course <sup>1</sup>		3
Free Elective <sup>3</sup>		3	Free Elective <sup>3</sup>		3
		<b>15</b>	Free Elective <sup>3</sup>		3
					<b>17</b>
<b>Total Credits Required for Graduation = 126</b>					

### NOTES:

<sup>1</sup>Choose one course from each of the Core Requirements listed on the reverse side.

<sup>2</sup>Course 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.

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

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

<sup>PR</sup> Course has a prerequisite – check college catalog.