BACHELOR OF SCIENCE (B.S.)

MAJOR: MARKETING

UNIVERSITY CORE CURRICULUM REQUIREMENTS		**45 CREDITS**
___ DBR 100	DIALOGUE OF BELIEF & REASON	3
___ DBR 200	DIALOGUE OF BELIEF & REASON	3
___ DBR 300	DIALOGUE OF BELIEF & REASON	3
___ DBR 400	DIALOGUE OF BELIEF & REASON	3
___ DJC 100	DIALOGUE OF JUSTICE & CIVIC LIFE	3
___ DJC 200	DIALOGUE OF JUSTICE & CIVIC LIFE	3
___ DJC 400	DIALOGUE OF JUSTICE & CIVIC LIFE	3
___ DSS 100	DIALOGUE OF SELF & SOCIETY	3
___ DSS 200	DIALOGUE OF SELF & SOCIETY	3
___ DQR 100	QUANTITATIVE REASONING	3
___ DQR 200	QUANTITATIVE REASONING	3
___ DSL 100	SCIENTIFIC LITERACY	3
___ DSL 200	SCIENTIFIC LITERACY	3
___ JTERM 1	CITIZENSHIP PROJECT	2
___ JTERM 2	CAREER PREPARATION	2
___ JTERM 3	LANGUAGE AND CULTURE	2

COLLEGE CORE REQUIREMENTS		**36 CREDITS**
___ ACC 205	FINANCIAL REPORTING AND MANAGEMENT DECISIONS	3
___ BUS 180	PRINCIPLES OF ECONOMICS	3
___ BUS 210	ENTREPRENEURSHIP & INNOVATION	3
___ BUS 270	PRINCIPLES OF MANAGEMENT AND LEADERSHIP	3
___ BUS 311	FINANCIAL MANAGEMENT	3
___ BUS 322	BUSINESS ANALYTICS USING EXCEL MODELING (ALSO MEETS DQR 300 & DSL 300 REQUIREMENTS)	3
___ BUS 350	HUMAN RESOURCE MANAGEMENT (ALSO MEETS DSSA 300 REQUIREMENT)	3
___ BUS 372	THE LEGAL ENVIRONMENT OF BUSINESS (ALSO MEETS DJCA 300 REQUIREMENT)	3
___ BUS 425	OPERATIONS MANAGEMENT AND BUSINESS PROCESS MODELING WITH EXCEL (ALSO MEETS DQR 400 & DSL 400 REQUIREMENTS)	3
___ BUS 460	BUSINESS STRATEGY	3
___ BUS 498	BUSINESS INTERNSHIPS	3
___ MKT 250	PRINCIPLES OF MARKETING	3

MARKETING MAJOR REQUIREMENTS		**15 CREDITS**
___ BUS 255	FUNDAMENTALS OF E-BUSINESS	3
___ MKT 385	TRENDS IN eMARKETING	3
___ MKT 392	GLOBAL MARKETING	3
___ MKT 410	CONSUMER AND ORGANIZATIONAL BEHAVIOR (ALSO MEETS DSSG 400 REQUIREMENT)	3
___ MKT 430	MARKETING RESEARCH	3

ELECTIVES	**24 CREDITS**
___ UPPER LEVEL ELECTIVES (300+)	3
___ GENERAL ELECTIVES	21

TOTAL CREDITS 120

MARKETING (B.S.)
3-YEAR PLAN

Year 1

FALL		SPRING	
Track A	Track B	Track A	Track B
DSS 100	DSS 100	DSL 100	DQR 100
DQR 100	DSL 100	DJC 100	DBR 100
DBR 100	DJC 100	BUS 180	BUS 210
BUS 210	BUS 180	Elective	Elective
Elective	Elective	Elective	Elective

J-Term 1

Citizenship Project

SUMMER: DSS 200, DJC 200, DQR 200

Year 2

FALL		SPRING	
Track A	Track B	Track A	Track B
BUS 270	BUS 270	BUS 350	BUS 350
ACC 205	ACC 205	BUS 311	BUS 311
DBR 200	DSL 200	DSL 200	DBR 200
MKT 250	MKT 250	BUS 372	BUS 372
BUS 255	Elective	Elective	BUS 255
BUS 322	BUS 322	MKT 385	MKT 385

J-Term 2

Career Preparation and Language & Culture

Year 3

FALL		SPRING	
Track A	Track B	Track A	Track B
BUS 425	MKT 430	MKT 430	BUS 425
BUS 460	MKT 392	MKT 392	BUS 460
DJC 400	Elective	Upper Level Elective	DJC 400
Elective	DBR 300	DBR 400	Upper Level Elective
DBR 300	BUS 498	BUS 498	DBR 400
MKT 410	Elective	Elective	MKT 410

J-Term 3

Elective

MARKETING (B.S.)
4-YEAR PLAN

Year 1

FALL		SPRING	
Track A	Track B	Track A	Track B
DSS 100	DSS 100	DSL 100	DQR 100
DQR 100	DSL 100	DJC 100	DBR 100
DBR 100	DJC 100	BUS 180	BUS 210
BUS 210	BUS 180	Elective	Elective
Elective	Elective	Elective	Elective

J-Term 1

Citizenship Project

Year 2

FALL		SPRING	
Track A	Track B	Track A	Track B
DSS 200	DJC 200	DJC 200	DSS 200
DQR 200	DSL 200	DSL 200	DQR 200
DBR 200	BUS 270	BUS 270	DBR 200
ACC 205	MKT 250	MKT 250	ACC 205
BUS 255	Elective	Elective	BUS 255

J-Term 2

Career Preparation

Year 3

FALL		SPRING	
Track A	Track B	Track A	Track B
BUS 372	BUS 322	BUS 322	BUS 372
BUS 350	MKT 385	MKT 385	BUS 350
DBR 300	BUS 498	BUS 498	DBR 300
BUS 311	MKT 410	MKT 410	BUS 311
Elective	Elective	Elective	Elective

J-Term 3

Language & Culture

Year 4

FALL		SPRING	
Track A	Track B	Track A	Track B
BUS 425	MKT 430	MKT 430	BUS 425
BUS 460	MKT 392	MKT 392	BUS 460
DJC 400	Elective	Upper Level Elective	DJC 400
Elective	DBR 400	DBR 400	Upper Level Elective

J-Term 4

Optional