

2023-24 Marketing Checklist

Name _____
 Student ID _____
 Date _____

TRANSFORMATIONAL JOURNEY PROGRAM (TJP)

First Year Experience (3 credits)

___ FYS110 First Year Seminar

Faith and Ethics (9 credits)

___ THL105 Introduction to Theology

___ PHL130 Human Nature & Person

___ Second THL*

Scientific Problem Solving (4-5 credits)

___ BIO, CHE, ENV or PHY with lab*

Quantitative Problem Solving (3-4 credits)

___ Mathematics*

Civics Problem Solving (3-9 credits)

One of the following courses:

___ BUS109 Business Plan Competition

___ ECN200 Introductory Economics

___ EGR317 Engineering Economics

___ HIS100 Civics and Democratic Engagement

Communication (6 credits)

___ ENG112 Writing and Community

___ COM101 Public Speaking

Cultural and Global Awareness (6 credits)

___ World Language (determined by placement)

One of the following courses:

___ GLS101 Global Perspectives

___ HUM210 Meaning Through Culture

Health and Well-Being (6 credits)

___ HWB110 Holistic Health: Mind, Body, and Spirit

One of the following courses:

___ PSY101 General Psychology

___ PSY220 Human Growth and Development

___ SOC101 Introduction to Sociology

Broad Integrative Knowledge Outside Major**

- Completion of a minor
- Completion of a second major
- Completion of a Pathway

*Please refer to catalog or MUHUB Progress tab for a complete list of courses that meet these requirements.

**Please refer to catalog or MUHUB Progress tab for a description of acceptable major/minor options.

MARKETING MAJOR REQUIREMENTS (60 hours)

Business Core Courses

___ AIM123 Business Analytics I 3

___ BUS109 Business Plan Competition 9

___ BUS200 Careers in Bus: Research and Internships 2

___ BUS205 Statistical Methods 3

___ MKT240 Principles of Marketing 3

___ MGT250 Principles of Management 3

___ BUS309 Comprehensive Analysis of Business 9

___ BUS360/365 Internship 3

___ BUS400 Job Search, Professional Development 1

___ BUS401 Business Ethics 3

___ BUSXXX Elective Business Experience (EBE)⁺ 3

___ MKT446 Strategic Marketing 3

One International Elective from the following:

___ MGT329 The Modern British Service Economy 3

___ BUS332 French Business Culture 3

___ BUS333 German Business Culture 3

___ BUS334 Business Comm. in Global Contexts I 3

___ MKT338 Global Marketing 3

___ MGT363 Global Human Resources 3

___ MGT450 International Business 3

___ FIN411 International Finance 3

12 credits from the following Major Electives:

___ MKT301 New Media Marketing 3

___ MGT325 Business Consulting: A-Team 3

___ MKT338 Global Marketing* 3

___ MKT341 Promotion 3

___ MKT342 Selling and Sales Management 3

___ MKT344 Marketing Research 3

___ MKT345 Event Planning & Management 3

___ MKT348 Sport Marketing and Sponsorships 3

___ MKT374 Sales, Technology & Analytics 3

___ MKT442 Advanced Professional Selling 3

___ MKT444 Negotiation 3

___ MKT445 National Student Advertising Competition 3

*Cannot double count as international elective

**Cannot double count as elective business experience

⁺ (ACC470/BUS201/360/365/MGT325/361/379/MKT345,442,445/FIN430)

Cannot double count as major elective, unless a 2nd internship is completed.

TOTAL OVERALL EARNED HOURS _____

MARIAN UNIVERSITY

Indianapolis®

2023-24 Marketing Major Sample Four Year Plan

Freshman Year							
Fall Semester				Spring Semester			
Requirement Category	Course	Credit Hours	Minimum Grade*	Requirement Category	Course	Credit Hours	Minimum Grade*
Major/ TJP(3)	BUS109	9		Major	AIM123	3	
TJP	COM101	3		TJP	ENG112	3	
TJP	FYS110	3		TJP	Language	3	
				TJP	HB110	3	
				Minor/Elec/Path		3	
Semester Hours	15			Semester Hours	15		
Cumulative Hours	15			Cumulative Hours	31		
Sophomore Year							
Fall Semester				Spring Semester			
Requirement Category	Course	Credit Hours	Minimum Grade*	Requirement Category	Course	Credit Hours	Minimum Grade*
Major	MGT250	3		Major	BUS200	2	
Major	MKT240	3		Major Elective	MKTXXX	3	C
Major/TJP	BUS205	3		TJP	PHL130	3	
TJP	THL105	3		TJP	PSY/SOC	3	
Minor/Elec/Path		4		TJP	Second THL	3	
				Minor/Elec/Path		3	
Semester Hours	16			Semester Hours	17		
Cumulative Hours	47			Cumulative Hours	63		
Junior Year							
Fall Semester				Spring Semester			
Requirement Category	Course	Credit Hours	Minimum Grade*	Requirement Category	Course	Credit Hours	Minimum Grade*
Major	BUS360/365	3		Major Elective	MKTXXX	3	C
Major Elective	MKTXXX	3	C	Major Int'l Elective	BUSXXX	3	
TJP	SCI170/71	4		Major Elective	MKTXXX	3	C
TJP	HUM/GLS	3		Minor/Elec/Path		3	
Minor/Elec/Path		6		Minor/Elec/Path		3	
Semester Hours	19			Semester Hours	15		
Cumulative Hours	82			Cumulative Hours	97		
Senior Year							
Fall Semester				Spring Semester			
Requirement Category	Course	Credit Hours	Minimum Grade*	Requirement Category	Course	Credit Hours	Minimum Grade*
Major	BUS309	9		Major	BUS401	3	
Major	EBE	3		Major	MKT446	3	
Major	BUS400	1		Minor/Elec/Path		9	
Minor/Elec/Path		3					
Semester Hours	16			Semester Hours	15		
Cumulative Hours	113			Cumulative Hours	128		

*A minimum 2.0 cumulative GPA and a minimum 2.0 major GPA are required for graduation, so monitor your GPA closely. To meet degree requirements, some disciplines require higher grades in each course or a higher cumulative GPA. This four-year plan is only a sample and will vary by student and course availability.