School of Business Courses Required for the B.S. Degree in Marketing

| ***Course Code*** | **Course Name** | ***Credits*** | ***Sem/grade*** |
| --- | --- | --- | --- |
| BUS 109 | Business Plan Competition (Fulfills Gen Ed Requirement for Econ) | 9 |  |
| BUS 209 | Quantitative Analysis of Business (Fulfills Gen Ed Requirement for Math) | 9 |  |
| BUS 290 | Business Career Seminar | 3 |  |
| BUS 309 | Comprehensive Analysis of Business | 9 |  |
| BUS 360/65 | Internship | 3 |  |
| BUS 401 | Business Ethics (Fulfills Senior Seminar Requirement) | 3 |  |
| BUS 3/4xx1 | Elective Business Experience | 3 |  |
|  | **One 300 or 400 level International course from the list below:** |  |  |
| BUS 338 | Global Marketing (2SO) | 3 |  |
| BUS 363 | Global HR - Only if not used as an upper division management elective.(2FE) | 3 |  |
| BUS 450 | International Business(2SO) | 3 |  |
| FIN 411 | International Finance(2SE) | 3 |  |
|  | **Four 300 or 400 level Marketing courses from the list below:** |  |  |
| BUS 317 | Web Applications Development(SPR) | 3 |  |
| BUS 325 | Business Creation and Development Consulting(SEM) | 3 |  |
| BUS 338 | Global Marketing – Only if not used as an international elective.(2SO) | 3 |  |
| BUS 341 | Promotion(2FO) | 3 |  |
| BUS 342 | Selling and Sales Management(2FO) | 3 |  |
| BUS 344 | Marketing Research(2FE) | 3 |  |
| BUS 346 | Marketing Management(2SE) | 3 |  |
| BUS 348 | Sport Marketing and Sponsorships(2FE) | 3 |  |
| BUS 445 | National Student Advertising Competition(SPR)# | 3 |  |
| **Senior Comprehensive Exam Must be Passed for Graduation.** |  |
| **Total School of Business Credits Required for the B.S. Degree in Marketing** | **54** |  |

#Students taking BUS 445 twice can count it as both an Elective Business Experience and Marketing Elective.

General Education Courses Required for the B.S. Degree

| ***Course Code*** | **Course Name** | ***Credits*** | ***Sem/grade*** |
| --- | --- | --- | --- |
| PHL 130 | Human Nature and Person | 3 |  |
| THL 105 | Introduction to Theology | 3 |  |
| THL \_\_\_ | Second course in Theology | 3 |  |
| SCI,BIO, CHEENV, PHY1 | Science (1 must include Lab) (From approved List)1 | 7 |  |
| Science (1 must include Lab) (From approved List)1 |  |
| MAT 105 | Satisfied with BUS 209  | - |  |
| PSY 101 or 220 | General Psychology -or- Human Growth and Development | 3 |  |
| SOC 101 or 175 | Introduction to Sociology -or- Introduction to Anthropology | 3 |  |
| HIS 102 | History of the Modern World | 3 |  |
| HUM 230 | Literature, Music and Art in Western Tradition | 4 |  |
| HUM 231 | Literature, Music and Art in Western Tradition | 4 |  |
| \_\_\_ \_\_\_2 | Cross-Cultural Awareness (From approved List)2 | 3 |  |
| COM 101 | Fundamentals of Speech | 3 |  |
| ENG 101 | English Composition | 3 |  |
| ENG 115 | Written Analysis of Literature | 3 |  |
| \_\_\_ 101 | Foreign Language Course (Unless exempted by placement test) | 0 or 4 |  |
| **Total General Education Credits Required for the B.S. Degree** | **45-49** |  |
| **Total Required Credits for the B.S. Degree in Marketing** | **99-103** |  |
| **Elective Credits Available to Achieve 128 Credits Required for a B.S. Degree in Marketing** | **25-29** |  |

+ Students completing an internship during the summer can register for credit in the following Fall. A second internship satisfies the Elective Business Experience requirement.

1 7 credits of Science with 1 lab course from BIO150,CHE110/111,151/152,ENV170,171, PHY110/111, SCI101,102,103,104.

2 Cross-Cultural Awareness from ARH247,ARH347, EDU355, ENG340, MUS340, NUR316, PHL260, POL350, POL353, POL355, POL357, SOC275, SOC315, SOC342, SPA350, THL258.

### Suggested Scheduling Sequence: 128 Total Credits Required

**1st Year -1st Semester\*\*\***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| BUS 109 | Business Plan Competition | 9 |  | SPA 101 | Introduction to Spanish (101 for B.S.) | 4 |
| ENG 101 | English Composition | 3 |  | HIS 102 | History of the Modern World | 3 |
| SOC \_\_\_ | Introduction to Sociology | 3 |  | ENG 115 | Written Analysis of Literature | 3 |
| COL 111 | First Year Experience | 1 |  | COM 101 | Fundamentals of Speech | 3 |
|  |  |  |  | PSY \_\_\_ | Psychology (PSY 101 or 220) | 3 |
|  |  |  |  |  |  |  |
|  | **Total Semester Hours** | **16** |  |  | **Total Semester Hours** | **16** |

**2nd Year -1st Semester 2nd Year - 2nd Semester**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| BUS 209 | Quantitative Analysis of Business | 9 |  | BUS 290 | Business Career Seminar | 3 |
| SCI \_\_\_ | Science #1 with lab (4/7 Sci/Qnt cr) | 4 |  | SCI \_\_\_ | Science#2 (3/ 7cr Sci ) | 3 |
| THL 105 | Introduction to Theology | 3 |  | PHL 130 | Human Nature and Person | 3 |
|  |  |  |  | BUS \_\_\_ | Upper-Division Marketing #1 | 3 |
|  |  |  |  | \_\_\_ \_\_\_ | Electives | 3 |
|  | **Total Semester Hours** | **16** |  |  | **Total Semester Hours** | **15** |

**3rd Year -1st Semester 3rd Year - 2nd Semester**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| BUS 309 | Comprehensive Analysis of Business | 9 |  | BUS \_\_\_ | Upper-Division Marketing #2 | 3 |
| HUM 230 | Literature, Music and Art | 4 |  | \_\_\_ \_\_\_ | International Course | 3 |
| \_\_\_ \_\_\_ | Electives | 3 |  | HUM 231 | Literature, Music and Art | 4 |
|  |  |  |  | \_\_\_ \_\_\_ | Electives | 6 |
|  |  |  |  |  |  |  |
|  | **Total Semester Hours** | **16** |  |  | **Total Semester Hours** | **16** |

**4th Year -1st Semester 4th Year - 2nd Semester**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| BUS 3/4xx | Elective Business Experience | 3 |  | BUS \_\_\_ | Upper-Division Marketing #4 | 3 |
| BUS \_\_\_ | Upper-Division Marketing #3 | 3 |  | \_\_\_ \_\_\_ | Cross-Cultural Course | 3 |
| BUS 360 | Internship+ | 3 |  | THL \_\_\_ | 2nd Theology Course | 3 |
| BUS 401 | Business Ethics (Must take final year) | 3 |  | \_\_\_ \_\_\_ | Electives | 6 |
| \_\_\_ \_\_\_ | Electives | 6 |  |  |  |  |
|  | **Total Semester Hours** | **18** |  |  | **Total Semester Hours** | **15** |

Courses that count for elective business experience:

BUS 201, BUS 325, BUS 445, a second internship and other courses depending on the content in a given semester.

\* Courses cannot double count for a concentration and a major or minor.

**Business in Sports Concentration:** 18 credits beyond BUS 109 including BUS 209 and 9 credits from BUS 303, 311, 348, ECN 321, second internship in field, with School of Business approval.

**Entrepreneurship Concentration:** 18 credits beyond BUS 109 including BUS 209, 262 and 6 credits from BUS 344, 358, 372, FIN 111, ACC 250, second internship in field, with School of Business approval.

**Human Resource Management Concentration:** 18 credits beyond BUS 109 including BUS 209 and 9 credits from BUS 351, 352, 358, 361, 362, 363, second internship in field, with School of Business approval.

**Management Information Systems Concentration:** 18 credits beyond BUS 109 including BUS 209 and 9 credits from MIS 290, 310, 317, 320, 330, second internship in field, with School of Business approval.