

THOMAS JEFFERSON UNIVERSITY  
BACHELOR OF SCIENCE: MARKETING

2023-24

Name	ID#					
<b>LEVEL I (FIRST YEAR) – 31-33 credits</b>		<i>(Prerequisite)</i>	Cr	Sem.	Grade	TR Equiv.
<b>Hallmark Courses – 10-12 credits</b>						
FYS-100	Pathways Seminar: Preparing for Academic & Professional Success <small>(Not required for transfer students)</small>		1	<input type="checkbox"/>		
WRIT-101/G/S	Written Communication <i>(Fall)</i> <small>WRIT-100 may only be used to satisfy free elective credits</small>		3-4	<input type="checkbox"/>		
AVIS-101	<b>American Visions</b>		3	<input type="checkbox"/>		
MATH-1( )	Mathematics <i>(select one option below)</i>		3-4	<input type="checkbox"/>		
MATH-100 or MATH-101 College Algebra (3 cr.)		MATH-102 or MATH-110 Precalculus (3 or 4 cr)				
MATH-103 Applied Calculus (3 cr.)		MATH-111 Calculus I (4 cr)				
<b>DEC Core - 3 credits</b>						
DECF-102	Finding and Shaping Opportunity *		3	<input type="checkbox"/>		
<b>Business Core – 18 credits</b>						
ACCT-101	Financial Accounting <i>(Fall)</i>		3	<input type="checkbox"/>		
ACCT-102	Managerial Accounting <i>(Spring)</i>	<i>(ACCT-101)</i>	3	<input type="checkbox"/>		
MKTG-102	Principles of Marketing		3	<input type="checkbox"/>		
ECON-205	Macroeconomics <i>(Fall)</i>		3	<input type="checkbox"/>		
MGMT-301	Principles of Management <i>(Spring)</i>		3	<input type="checkbox"/>		
ECON-206	Microeconomics <i>(Spring)</i>		3	<input type="checkbox"/>		
<b>LEVEL II (SECOND YEAR) – 30 credits</b>		<i>(Prerequisite)</i>	Cr	Sem.	Grade	TR Equiv.
<b>Hallmark Courses – 9 credits</b>						
ETHC-2( )	Ethics	<i>(WRIT-101, AVIS-101)</i>	3	<input type="checkbox"/>		
ADIV-2( )	American Diversity	<i>(WRIT-101, AVIS-101)</i>	3	<input type="checkbox"/>		
WRIT-201	<b>Multimedia Communication</b>	<i>(WRIT-101)</i>	3	<input type="checkbox"/>		
<b>DEC Core - 3 credits</b>						
DECS-2( )	Systems: <i>(Select one DECS) *</i>		3	<input type="checkbox"/>		
<b>Business Core – 12 credits</b>						
ABA-201	Intro to Business Analytics <i>(Fall) *</i>		3	<input type="checkbox"/>		
ABA-202	Statistical Data Analytics <i>(Spring)</i>	<i>(STAT-201)</i>	3	<input type="checkbox"/>		
FIN-301	Financial Management <i>(Spring)</i>	<i>(ACCT-101, STAT-201)</i>	3	<input type="checkbox"/>		
BLAW-301	Business Law *	<i>(WRIT-101)</i>	3	<input type="checkbox"/>		
<b>Major - 6 credits</b>						
MKTG-207	Consumer in the Market Place <i>(Spring only)</i>	<i>(MKTG-102 or MKTG-104)</i>	3	<input type="checkbox"/>		
MKTG-310	Integrated Marketing Communication	<i>(MKTG-102 or MKTG-104)</i>	3	<input type="checkbox"/>		
<b>LEVEL III (THIRD YEAR) – 30 credits</b>		<i>(Prerequisite)</i>	Cr	Sem.	Grade	TR Equiv.
<b>Hallmark Courses – 9 credits</b>						
GDIV-2( )	Global Diversity	<i>(WRIT-101, AVIS-101)</i>	3	<input type="checkbox"/>		
GCIT-2( )	Global Citizenship <small>Includes World Languages at any level</small>	<i>(WRIT-101, AVIS-101)</i>	3	<input type="checkbox"/>		
CGIS-300	<b>Contemporary Global Issues</b>	<i>(WRIT-201; GDIV-2XX or GCIT-2XX)</i>	3	<input type="checkbox"/>		
<b>DEC Core - 3 credits</b>						
DECM-300	Methods: Ethnographic Research Methods *	<i>(WRIT-201; GDIV-2XX or GCIT-2XX)</i>	3	<input type="checkbox"/>		
<b>Business Core – 3 credits</b>						
ABA-301	Data Mining and Predictive Analytics	<i>(ABA-202)</i>	3	<input type="checkbox"/>		

**LEVEL III (THIRD YEAR)- Continued** (Prerequisite) Cr Sem. Grade TR Equiv.

**Major - 6 credits**

MKTG-305	Contemporary Brand Management	(MKTG-102 or MKTG-104)	3	<input type="checkbox"/>		
MKTG-315	Marketing in a Digital Environment	(MKTG-102 or MKTG-104)	3	<input type="checkbox"/>		

**Free Elective - 9 credits**

( )			3	<input type="checkbox"/>		
( )			3	<input type="checkbox"/>		
( )			3	<input type="checkbox"/>		

Students are strongly recommended to complete MKTG-324 as one of the free electives

**LEVEL IV (FOURTH YEAR) – 30 Credits** (Prerequisite) Cr Sem. Grade TR Equiv.

**Hallmark Courses – 3 credits**

PHIL-499	Philosophies of the Good Life	(ETHC-2XX, ADIV-2XX, GCIT-2XX, GDIV-2XX, CGIS-300, DECM-300, DECS-2XX, MATH-1XX)	3	<input type="checkbox"/>		
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**Business Core – 9 credits**

ABA-401	Operations and Data Analytics	(ABA-202)	3	<input type="checkbox"/>		
*** MGMT-498N	Business Capstone: Strategy Simulation (Fall only) *	(75 Credits)	3	<input type="checkbox"/>		
*** MGMT-499N	Business Capstone: CSR (Spring only) *	(75 Credits)	3	<input type="checkbox"/>		

**Major - 6 credits**

MKTG-391	Marketing Research (Fall only)	(MKTG-207, STAT-202 or ABA-202)	3	<input type="checkbox"/>		
MKTG-412	Marketing Strategy Seminar (Spring only)	(MKTG-391)	3	<input type="checkbox"/>		

**Free Elective/Internship/Minor - 12 credits \*\***

Free electives can be used for free electives, internships, minor requirements, and additional electives within the major.

You are strongly encouraged to use the free electives for completing a minor; please consult with your advisor for appropriate use of free electives.

(Students planning to pursue MBA are encouraged to complete the pre-MBA minor. Two of the courses in the minor are graduate level courses and can be taken only in the senior year. See catalog for more info: <https://www.jefferson.edu/life-at-jefferson/handbooks/minors.html>)

( )			3	<input type="checkbox"/>		
( )			3	<input type="checkbox"/>		
( )			3	<input type="checkbox"/>		
( )			3	<input type="checkbox"/>		

**TOTAL CREDITS: 121-123 credits**

**Introductory and Fundamentals Courses** : (MATH-099 does not count toward graduation requirements. However, WRIT-100 and ITXA-100 can be used toward graduation credits in the free elective category.)

MATH-099	Fundamentals of College Mathematics	(must earn C or better)	3	<input type="checkbox"/>		
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\* Course identified for posting Hallmark artifact. See <https://www.jefferson.edu/academics/hallmarks/curriculum-maps.html>

\*\* See catalog for a list of minors: <https://www.jefferson.edu/life-at-jefferson/handbooks.html>

\*\*\* satisfies DEC capstone requirement

(Fall) & (Spring) indicates recommended sequence. Some courseS are only offered in Fall or Spring. These too are marked (Fall only) or (Spring only).

Since Major courses are not offered every semester, please consult with advisor to ensure timely completion.

**Surplus credits not used toward degree requirements**

Please note Thomas Jefferson University residency requirement:

The University has a residency requirement of 60 credits for Day Division students. **Students must take a minimum of 60 credits – 12 credits must be within the major core; 9 credits must be in Hallmark courses** in order to be eligible for a B.S. degree.

This form should be used as a worksheet in conjunction with the catalog and the Hallmark “menu” of options. Please refer to the University catalog for questions regarding curriculum and academic policies.

**COURSE STATUS:**  = course to take next semester  = course currently being taken  = course completed