

School of Business
THOMAS JEFFERSON UNIVERSITY
BACHELOR OF SCIENCE: MARKETING

2021-2022

Name _____

ID# _____

LEVEL I (FIRST YEAR) – 31-32 credits *(Prerequisite)*

Hallmark Courses – 10-11 credits

			Cr	Sem.	Grade	TR Equiv.
	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"/>	_____	_____
DBTU114	AMST-114	Topics in American Studies	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 (3 cr) or MATH-110 Precalculus (4 cr)
		MATH-103 Applied Calculus (3 cr.)				MATH-111 Calculus I (4 cr)

DEC Core - 3 credits

	DECF-102	Finding and Shaping Opportunity *	3	<input type="checkbox"/>	_____	_____
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Business Core – 18 credits

	ACCT-101	Financial Accounting <i>(Fall)</i>	3	<input type="checkbox"/>	_____	_____
	ACCT-102	Managerial Accounting <i>(Spring)</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"/>	_____	_____

LEVEL II (SECOND YEAR) – 30-31 credits *(Prerequisite)*

Hallmark Courses – 9-10 credits

ETHIC2XX	ETHC-2()	Ethics	3	<input type="checkbox"/>	_____	_____
	ADIV-2()	American Diversity	3	<input type="checkbox"/>	_____	_____
	WRIT-201/202	Multi-media Communication <small>WRIT 202 is for transfer students (4 cr)</small>	3-4	<input type="checkbox"/>	_____	_____

DEC Core - 3 credits

DECSYS20X	DECS-2()	Systems: <i>(Select one DECS) *</i>	3	<input type="checkbox"/>	_____	_____
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Business Core – 12 credits

STAT201	ABA-201	Intro to Business Analytics <i>(Fall) *</i>	3	<input type="checkbox"/>	_____	_____
STAT202	ABA-202	Statistical Data Analytics <i>(Spring)</i>	3	<input type="checkbox"/>	_____	_____
FINC301	FIN-301	Financial Management <i>(Spring)</i>	3	<input type="checkbox"/>	_____	_____
	BLAW-301	Business Law *	3	<input type="checkbox"/>	_____	_____

Major - 6 credits

	MKTG-207	Consumer in the Market Place	3	<input type="checkbox"/>	_____	_____
	MKTG-310	Integrated Marketing Communication	3	<input type="checkbox"/>	_____	_____

LEVEL III (THIRD YEAR) – 30 credits *(Prerequisite)*

Hallmark Courses – 9 credits

	GDIV-2()	Global Diversity	3	<input type="checkbox"/>	_____	_____
	GCIT-2()	Global Citizenship <small>Includes World Languages at any level</small>	3	<input type="checkbox"/>	_____	_____
DBTG300	CGIS-300	Contemporary Global Issues	3	<input type="checkbox"/>	_____	_____

DEC Core - 3 credits

DECMTHD300	DECM-300	Methods: Ethnographic Research Methods *	3	<input type="checkbox"/>	_____	_____
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Business Core – 3 credits

MIS202	ABA-3XX	Data Mining and Predictive Analytics	3	<input type="checkbox"/>	_____	_____
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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

HALL499	PHIL-499	Philosophies of the Good Life		3	<input type="checkbox"/>	
<i>(ETHC-2XX, ADIV-2XX, GCIT-2XX, GDIV-2XX, CGIS-300, DECM-300, DECS20X, MATH1XX)</i>						

Business Core – 9 credits

MGMT401	ABA-4XX	Operations and Data Analytics	(STAT-201/ABA-201; MGMT-301 or MGMT-104)	3	<input type="checkbox"/>	
***	MGMT-498N	Business Capstone: Strategy Simulation <i>(Fall only) *</i>	(75 Credits)	3	<input type="checkbox"/>	
***	MGMT-499N	Business Capstone: CSR <i>(Spring only) *</i>	(75 Credits)	3	<input type="checkbox"/>	

Major - 6 credits

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

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

TOTAL CREDITS: 121-122 credits

Fundamentals Courses: (Fundamental "099" courses do **not** count toward graduation requirements. However, WRIT-100 and ITXA-100 **can** be used toward graduation credit as free electives.)

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 course 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