

School of Business
THOMAS JEFFERSON UNIVERSITY
BACHELOR OF SCIENCE: MARKETING

2022-2023

Name _____

ID# _____

LEVEL I (FIRST YEAR) – 31-32 credits (Prerequisite) Cr Sem. Grade TR Equiv.

Hallmark Courses – 10-11 credits

FYS-100 Pathways Seminar: Preparing for Academic & Professional Success 1
(Not required for transfer students)

WRIT-101/101G Written Communication (Fall) 3
WRTG-100 may only be used to satisfy free elective credits

DBTU114 **AMST-114** Topics in American Studies 3

MATH-1() Mathematics (select one option below) 3-4

| | |
|--|---|
| MATH-100 or MATH-101 College Algebra (3 cr.) | MATH-102 or MATH-110 Precalculus (3 cr) |
| MATH-103 Applied Calculus (3 cr.) | MATH-111 Calculus I (4 cr) |

DEC Core - 3 credits

DECF-102 Finding and Shaping Opportunity * 3

Business Core – 18 credits

ACCT-101 Financial Accounting (Fall) 3

ACCT-102 Managerial Accounting (Spring) (ACCT-101) 3

MKTG-102 Principles of Marketing 3

ECON-205 Macroeconomics (Fall) 3

MGMT-301 Principles of Management (Spring) 3

ECON-206 Microeconomics (Spring) 3

LEVEL II (SECOND YEAR) – 30-31 credits (Prerequisite) Cr Sem. Grade TR Equiv.

Hallmark Courses – 9-10 credits

ETHIC2XX ETHC-2() Ethics (WRIT-101, AMST-114) 3

ADIV-2() American Diversity (WRIT-101, AMST-114) 3

WRIT-201/202 Multi-media Communication (WRIT-101) 3-4
WRIT 202 is for transfer students (4 cr)

DEC Core - 3 credits

DECSYS20X DECS-2() Systems: (Select one DECS) * 3

Business Core – 12 credits

STAT201 ABA-201 Intro to Business Analytics (Fall) * (MATH-1XX) 3

STAT202 ABA-202 Statistical Data Analytics (Spring) (STAT-201 or ABA-201) 3

FINC301 FIN-301 Financial Management (Spring) (ACCT-101, STAT-201) 3

BLAW-301 Business Law * (WRIT-101 or WRTG-101) 3

Major - 6 credits

MKTG-207 Consumer in the Market Place (Spring only) (MKTG-102 or MKTG-104) 3

MKTG-310 Integrated Marketing Communication (MKTG-102 or MKTG-104) 3

LEVEL III (THIRD YEAR) – 30 credits (Prerequisite) Cr Sem. Grade TR Equiv.

Hallmark Courses – 9 credits

GDIV-2() Global Diversity (WRIT-101, AMST-114) 3

GCIT-2() Global Citizenship (WRIT-101, AMST-114) 3
Includes World Languages at any level

DBTG300 **CGIS-300** Contemporary Global Issues (WRIT-20X; GDIV-2XX or GCIT-2XX) 3

DEC Core - 3 credits

DECMTHD30 DECM-300 Methods: Ethnographic Research Methods * (WRIT-20X; GDIV-2XX or GCIT-2XX) 3

Business Core – 3 credits

MIS202 ABA-301 Data Mining and Predictive Analytics (STAT-201 or ABA-201) 3

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"/> | | |

General 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"/> | |
| <small>(ETHC-2XX, ADIV-2XX, GCIT-2XX, GDIV-2XX, CGIS-300, DECM-300, DECS20X, MATH1XX)</small> | | | | | | |

Business Core – 9 credits

| | | | | | | |
|---------|-----------|--|--|---|--------------------------|--|
| MGMT401 | ABA-401 | Operations and Data Analytics | (STAT-201/ABA-201; MGMT-301 or MGMT-104) | 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) | 3 | <input type="checkbox"/> | | |
| MKTG-412 | Marketing Strategy Seminar (Spring only) | (MKTG-391) | 3 | <input type="checkbox"/> | | |

General 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, WRTG-100, WRIT100, TXIS100 and ITXA-100 **can** be used toward graduation credits....as free electives.)
 MATH-099 Fundamentals of College Mathematics (must earn C or better) 3

* 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