

**BACHELOR OF SCIENCE: MARKETING: 3-YEAR OPTION**

**2020-2021**

Name		ID#				
<b>LEVEL I (FIRST YEAR - Fall) - 19 cr</b>			(Prerequisite)	Cr	Sem.	Grade TR Equiv.
	FYS-100	Pathways Seminar: Preparing for Academic & Professional Success		1	<input type="checkbox"/>	
	WRIT-101	Written Communication		3	<input type="checkbox"/>	
	MATH-1( )	Mathematics		3	<input type="checkbox"/>	
	ACCT-101	Financial Accounting		3	<input type="checkbox"/>	
	MKTG-102	Principles of Marketing		3	<input type="checkbox"/>	
	ECON-205	Macroeconomics		3	<input type="checkbox"/>	
DECPROC-101	<b>DECP-101</b>	<b>Process: Integrative Design Process</b>		3	<input type="checkbox"/>	
<b>LEVEL I (FIRST YEAR - Spring) - 18 cr</b>			(Prerequisite)	Cr	Sem.	Grade TR Equiv.
DBTU-114	AMST-114	Topics in American Studies		3	<input type="checkbox"/>	
	ACCT-102	Managerial Accounting	(ACCT-101)	3	<input type="checkbox"/>	
	MGMT-301	Principles of Management		3	<input type="checkbox"/>	
	ECON-206	Microeconomics		3	<input type="checkbox"/>	
STAT201	ABA-201	Intro to Business Analytics	(MATH-1XX)	3	<input type="checkbox"/>	
DECFRM200	<b>DECF-200</b>	<b>Framework: Business Models</b>		3	<input type="checkbox"/>	
<b>LEVEL I (FIRST YEAR - Summer) - 6 cr</b>			(Prerequisite)	Cr	Sem.	Grade TR Equiv.
	WRIT-201	Multi-media Communication	(WRIT-101)	3	<input type="checkbox"/>	
	GCIT-2( )	Global Citizenship	(WRIT-101, AMST-114)	3	<input type="checkbox"/>	
<b>LEVEL II (SECOND YEAR - Fall) - 18 cr</b>			(Prerequisite)	Cr	Sem.	Grade TR Equiv.
	FINC-301	Financial Management	1, ABA-201 or STAT-201	3	<input type="checkbox"/>	
DECSYS2xx	<b>DECS-2( )</b>	<b>Science: (Select one DECS)</b>		3	<input type="checkbox"/>	
ETHIC2xx	ETHC-2( )	Ethics	(WRIT-101, AMST-114)	3	<input type="checkbox"/>	
	GDIV-2( )	Global Diversity	(WRIT-101, AMST-114)	3	<input type="checkbox"/>	
STAT-202	ABA-202	Statistical Data Analysis	(ABA-201 or STAT-201)	3	<input type="checkbox"/>	
MIS-202	ABA-3xx	Data Mining and Predictive Analytics	(ABA-201 or STAT-201)	3	<input type="checkbox"/>	
<b>LEVEL II (SECOND YEAR - Spring) - 18 cr</b>			(Prerequisite)	Cr	Sem.	Grade TR Equiv.
	MKTG-207	Consumer in the Marketplace	(MKTG102)	3	<input type="checkbox"/>	
	MKTG-310	Integrated Marketing Communication	(MKTG102)	3	<input type="checkbox"/>	
	ADIV-2( )	American Diversity	(WRIT-101, AMST-114)	3	<input type="checkbox"/>	
DBTG-300	CGIS-300	Contemporary Global Issues	x; GDIV-2XX or GCIT-2XX)	3	<input type="checkbox"/>	
	BLAW-301	Business Law	WRIT-101 or WRTG-1XX)	3	<input type="checkbox"/>	
MGMT-401	ABA-4xx	Operations and Data Analytics	201, MGMT-301 or 104)	3	<input type="checkbox"/>	
<b>LEVEL II (SECOND YEAR - Summer) - 6 cr</b>			(Prerequisite)	Cr	Sem.	Grade TR Equiv.
	(Elective )			3	<input type="checkbox"/>	
	(Elective )			3	<input type="checkbox"/>	
<b>LEVEL III (THIRD YEAR - Fall) - 18 cr</b>			(Prerequisite)	Cr	Sem.	Grade TR Equiv.
	MKTG-305	Contemporary Brand Management (Fall only)	(MKTG 102)	3	<input type="checkbox"/>	
	MKTG-391	Marketing Research (Fall only)	(MKTG 207, STAT 202)	3	<input type="checkbox"/>	
DECMTHD-30C	<b>DECM-300</b>	<b>Methods: Ethnographic Research Methods</b>	GDIV-2XX or GCIT-2XX)	3	<input type="checkbox"/>	
	MGMT-498N	Business Capstone: Strategy Simulation (Fall)	(75 Credits)	3	<input type="checkbox"/>	
	(Elective )			3	<input type="checkbox"/>	
	(Elective )			3	<input type="checkbox"/>	
<b>LEVEL III (THIRD YEAR - Spring) - 18 cr</b>			(Prerequisite)	Cr	Sem.	Grade TR Equiv.
<b>Hallmark Courses - 3 credits</b>						
	MKTG-412	Marketing Strategy Seminar (Spring only)	(MKTG391)	3	<input type="checkbox"/>	
	MKTG-315	Marketing in a Digital Environment	(MKTG102)	3	<input type="checkbox"/>	
HALLMK-499	PHIL-499	Philosophies of Good Life (ETHIC-2XX, ADIV-2XX, GCIT-2XX, GDIV-2XX, GCIS-300, DECM-300., Sci l		3	<input type="checkbox"/>	
	MGMT-499N	Business Capstone: CSR (Spring)	(75 Credits)	3	<input type="checkbox"/>	
	(Elective )			3	<input type="checkbox"/>	
	(Elective )			3	<input type="checkbox"/>	

**TOTAL CREDITS: 121 credits**

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