

BACHELOR OF SCIENCE: MARKETING: 3-YEAR OPTION

2019-2020

Name	ID#				
LEVEL I (FIRST YEAR - Fall) - 19 cr					
		(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	Process: Integrative Design Process *		3	<input type="checkbox"/>	
LEVEL I (FIRST YEAR - Spring) - 18 cr					
		(Prerequisite)	Cr	Sem.	Grade TR Equiv.
DBTU-114	Debating U.S. Issues		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"/>	
STAT-201	Quant. Reasoning: Intro to Statistics	MATH-1XX	3	<input type="checkbox"/>	
DECFRM-200	Framework: Business Models *		3	<input type="checkbox"/>	
LEVEL I (FIRST YEAR - Summer) - 6 cr					
		(Prerequisite)	Cr	Sem.	Grade TR Equiv.
WRIT-201	Multi-media Communication	(WRIT-101)	3	<input type="checkbox"/>	
GCIT-2()	Global Citizenship	(WRIT-101, DBTU-114)	3	<input type="checkbox"/>	
LEVEL II (SECOND YEAR - Fall) - 18 cr					
		(Prerequisite)	Cr	Sem.	Grade TR Equiv.
FINC-301	Financial Management	(ACCT-101, STAT-201)	3	<input type="checkbox"/>	
DECSYS-2()	Science: (Select one DECSYS) *		3	<input type="checkbox"/>	
ETHIC-2()	Ethics	(WRIT-101, DBTU-114)	3	<input type="checkbox"/>	
GDIV-2()	Global Diversity	(WRIT-101, DBTU-114)	3	<input type="checkbox"/>	
STAT-202	Applied Business Statistics	(STAT-201)	3	<input type="checkbox"/>	
MIS-202	Management Information Systems	(STAT-201)	3	<input type="checkbox"/>	
LEVEL II (SECOND YEAR - Spring) - 18 cr					
		(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, DBTU-114)	3	<input type="checkbox"/>	
DBTG-300	Debating Global Issues	(WRIT-20X; GDIV-2XX or GCIT-2XX)	3	<input type="checkbox"/>	
BLAW-301	Business Law *	(WRIT-101 or WRTG-1XX)	3	<input type="checkbox"/>	
MGMT-401	Operations Management	(STAT-201, MGMT-301 or MGMT-104)	3	<input type="checkbox"/>	
LEVEL II (SECOND YEAR - Summer) - 6 cr					
		(Prerequisite)	Cr	Sem.	Grade TR Equiv.
(Elective)			3	<input type="checkbox"/>	
(Elective)			3	<input type="checkbox"/>	
LEVEL III (THIRD YEAR - Fall) - 18 cr					
		(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-300	Integrative Smr: Ethno Research Methods	(WRIT-20X; 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"/>	
LEVEL III (THIRD YEAR - Spring) - 18 cr					
		(Prerequisite)	Cr	Sem.	Grade TR Equiv.
Hallmark Courses - 3 credits					
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	Capstone Folio Workshop (ETHIC-2XX, ADIV-2XX, GCIT-2XX, GDIV-2XX, DBTG-3XX, Intgiv Sem., Sci Undstg, MATH1XX)		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