

# Bachelor of Science in Marketing -- 120 Credits

JMKTG-BS (RQ 6880)  
Effective August 2016

## GENERAL EDUCATION REQUIREMENTS (RG 6793)

### REQUIRED COURSES (RG 6864)

Foundational Courses		CR	Satisfied/Term
Engcmp 0005	Composition I	3	
Engcmp 0006	Composition II	3	
CommRc 0052	Public Speaking	3	
Basic Algebra or Placement Test			
Math 0001	Algebra 1	3	
Quantitative Reasoning (QR) - 1 Course			
<i>Note - a student cannot test out of their QR requirement.</i>			
		3	

### FREE ELECTIVES

Free electives are the balance of credits required for graduation (120) that are not used to satisfy competencies, knowledge areas, major requirements, electives, or any related area required by the department.			
	CR	Satisfied/Term	

### WORLDS OF KNOWLEDGE (RG 6874)

Aesthetic and Creative Expression (RQ 3148)				
Subject	Number	Course Title	CR	Satisfied/Term
Engwrt	1192	Technical Writing	3	
			3	

Societies & Civics (RQ 3150)				
Subject	Number	Course Title	CR	Satisfied/Term
Econ	0105	Microeconomic Theory	3	
			3	

Follow-Up Courses (RQ 3154)				
Subject	Number	Course Title	CR	Satisfied/Term
			3	
			3	

Global History & Culture (RQ 3149)				
Subject	Number	Course Title	CR	Satisfied/Term
Econ	0115	Macroeconomic Theory	3	
			3	

Science & Nature (RQ 3153)				
Subject	Number	Course Title	CR	Satisfied/Term
Math	0121	Business Calculus	4	
			3	

Each student must take 2 courses in each World of Knowledge. The two courses taken within each World must be from different subjects. A student must take two additional "Follow-Up" courses from any World.

- >The minimum number of courses taken in the Worlds must be 10.
- >The Follow-Up courses may repeat a subject previously taken in a World.
- >A student cannot use a major required Subject course in one of the Worlds.
- >For example: A Biology student cannot use BIOL 0110 to fulfill a requirement in the Science and Nature World.
- >Students cannot use a course to count both in their QR requirement and one of the Worlds.
- >Students can choose QR and Worlds of Knowledge courses from published course lists.

## MAJOR REQUIREMENTS (RG 6880)

Required Core (RQ 3204)		CR	Satisfied/Term
Acct 0115	Accounting Principles 1	3	
Bus 0100	Introduction to Business	1	
Bus 0350	Micro-Computer Appl	3	
Fin 0300	Principles of Finance	3	
IS 0400	Intro to Information Systems	3	
Mgmt 0500	Principles of Management	3	
Bus 1540	Ethics & Leadership	3	
Mrkt 0600*	Principles of Marketing	3	
<b>Requirement Satisfied</b>		<b>22</b>	

Required Economics (RQ 3179)		CR	Satisfied/Term
Econ 0105	Microeconomic Theory	3	
Econ 0115	Macroeconomic Theory	3	
Required Math (RQ 3180)		CR	Satisfied/Term
Math 0121*	Business Calculus	4	
Required Writing (RQ 3182)		CR	Satisfied/Term
Engwrt 1192	Technical Writing	3	
Required Senior Seminar (RQ 3183)		CR	Satisfied/Term
Bus 1700	Business Strategy	3	
<b>Requirement Satisfied</b>		<b>16</b>	

Marketing Requirements (RQ 3205)		CR	Satisfied/Term
Mrkt 1600	Consumer Behavior	3	
Mrkt 1610	Marketing Research	3	
Mrkt 1620	Marketing Tools/Analytics	3	
Mrkt 1690	Marketing Management	3	
<b>Requirement Satisfied</b>		<b>12</b>	

Marketing Electives (RQ 3206)		CR	Satisfied/Term
<b>Select 12 credits of the following courses</b>			
Commrc 1133	Integrated Marketing Comm	3	
Commrc 1144	Visual Communication	3	
IS 1410	Database Management Systems	3	
IS 1415	Web Development	3	
IS 1412	Graphic Design	3	
Journl 1144	Public Relations	3	
Mrkt 1630	Integrated Digital Mktg	3	
Mrkt 1635	Social Media War Room	3	
Mrkt 1640	International Marketing	3	
Mrkt 1645	Sales Management	3	
Mrkt 1650	Product Management	3	
Mrkt 1655	Promotion Management	3	
Mrkt 1660	Pricing Management	3	
Mrkt 1665	Distribution Management	3	
Mrkt 1670	Marketing Special Topics	3	
Mrkt 1671	Marketing Internship	1-3	
Mrkt 1672	Made in Ecuador	1	
Mrkt 1674	Marketing Independent Study	1-6	
Mrkt 1680	Entrepreneur's Idea Lab	3	
<b>Requirement Satisfied</b>		<b>12</b>	

\* Course must be completed with a minimum grade of "C-"

MGPA (RQ 3207)  
Residency (RQ 3208)

### IMPORTANT INFORMATION:

This sheet is an unofficial representation of the major requirements and the information is subject to change. It is not an official record of academic progress and should not be treated as such. Official degree information can only be obtained through the Division Office or the Office of the Registrar.

Reviewed 10/06/21