Bachelor of Science in Marketing -- 120 Credits

JMKTG-BS (RQ 6880)
Effective August 2025

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				
Note - a student cannot test out of their QR requirement.				
		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		

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

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

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

Follow-Up Courses (RQ 3154)					
Subject	Number	Course Title	CR	Satisfied/Term	
			3		
			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	Bus Applications & Databases	3		
Fin 0300	Principles of Finance	3		
IS 0400	Intro to Information Systems	3		
Mgmt 0500	Principles of Management	3		
Mrkt 0600*	Principles of Marketing	3		
Phil 1380	Business Ethics	3		
Requirement Satisfied		**22**		

Required Economics (RQ 3179)		CR	Satisfied/Term	
Econ 0105	Microeconomic Theory	3		
Econ 0115	Macroeconomic Theory	3		
Required Math / Stat (RQ 5000)		**CR**	Satisfied/Term	
Math 0121*	Business Calculus	4		
OR Stat 1040	Stats for Business/Econ	3		
Required Writing (RQ 3182)		**CR**	Satisfied/Term	
Engwrt 1192	Technical Writing	3		
Requirement Satisfied		**12-13**		

Marketing Requirements (RQ 3205)		CR	Satisfied/Term	
Mrkt 1600	Consumer Behavior	3		
Mrkt 1610	Marketing Research	3		
Mrkt 1620	Marketing Tools/Analytics	3		
Mrkt 1625	Branding	3		
Mrkt 1690	Marketing Management	3		
Requirement Satisfied		**15**		

MGPA (RQ 3207)
Residency (RQ 3208)

Marketing Electives (RQ 3206)				
Select 12 credits of the following courses		**CR**	Satisfied/Term	
Commrc Elective (1000 Level)		3		
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IS 1410	Database Management Systems	3		
IS 1415	Web Development	3		
IS 1412	Graphic Design	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 1675	UAS (Drone) Tech 101	3		
Mrkt 1680	Entrepreneur's Idea Lab	3		
Requirement Satisfied		**12**		

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

Updated 4/1/2026

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.