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 0003 **or** 0005	3		
Engcmp 0004 **or** 0006	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)

(RQ 3204)

Required Core	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		
Requirement Satisfied	**22**		

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		
Requirement Satisfied	**16**		

(RQ 3205)

Marketing Requirements	CR	Satisfied/Term	
Mrkt 1600 Consumer Behavior	3		
Mrkt 1610 Marketing Research	3		
Mrkt 1620 Marketing Tools/Analytics	3		
Mrkt 1690 Marketing Management	3		
Requirement Satisfied	**12**		

(RQ 3206)

Marketing Electives			
Select 4 of the following courses	**CR**	**Satisfied/Term**	
Commrc 1133 Integrated Marketing Comm	3		
Commrc 1144 Visual Communication	3		
IS 1410 Data and Information Mgmt	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		
Requirement Satisfied	**12**		

* 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.

Updated 7/23/19