**MARKETING**

Typical Course Sequence

Beginning with the class of 2014

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **FALL** |  |  | **SPRING** |  |  | **SUMMER** |  |
| **FIRST YEAR** |  |  |  |  |  |  |  |
| 1ACC 101EC Excel Competency (1 cr.) |  |  |  |  |  |  |  |
| ACC 101 Financial Accounting [BC] |  |  | ACC 102 Managerial Accounting [BC] |  |  | DSS 200 Intro to Info Systems [BC] |  |
| ENG 101 Craft of Language [VC] |  |  | ENG 102 Texts & Contexts [SC] |  |  | DSS 210 Business Statistics [BC] |  |
| First Year Seminar [SC] |  |  | MGT 110 ***or*** MGT 120 (either one)[BC] |  |  | FIN 200 Intro to Finance [BC] |  |
| Math Beauty [VC] |  |  | ECN 101 Microeconomics [VC] |  |  | MKT 201 Principles of Marketing [BC] |  |
| Foreign Language [VC] |  |  | Foreign Language [VC] |  |  | PHL 154 Moral Foundations [SC] |  |
|  |  |  |  |  |  |  |  |
| **SOPHOMORE YEAR** |  |  |  |  |  |  |  |
| **WORK** |  |  | MKT 302 Consumer Behavior [MAJ] |  |  | ECN 102 Macroeconomics [ILC #1] |  |
|  |  | DSS 220 Business Analytics [BC] |  |  | HIS 154 Forging the Modern World [SC] |  |
|  |  | THE 154 Faith, Justice, Cath Trad [SC] |  |  | MGT 360 Legal Env of Business [BC] |  |
|  |  | Laboratory Science [VC] |  |  | Philosophical Anthropology Select [VC] |  |
|  |  | ELECTIVE |  |  | Religious Difference Selection [VC] |  |
|  |  |  |  |  |  |  |  |
| **JUNIOR YEAR** |  |  | **WORK** |  |  | **WORK** |  |
| MKT 301 Mkt Communications [MAJ] |  |  |  |  |  |
| MKT 202 Marketing Research [MAJ] |  |  |  |  |  |
| Faith & Reason Selection [SC] |  |  |  |  |  |
| Integrated Learning Course [ILC #2] |  |  |  |  |  |
| ELECTIVE |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **SENIOR YEAR** |  |  |  |  |  |  |  |
| MKT 401 Marketing Strategy [MAJ] |  |  | MKT --- MKT Major Elective [MAJ] |  |  |  |  |
| MKT --- MKT Major Elective [MAJ] |  |  | BUS 495 Business Policy [BC] |  |  |  |  |
| Fine Arts/Literature Selection [VC] |  |  | Integrated Learning Course [ILC #3] |  |  |  |  |
| ELECTIVE |  |  | ELECTIVE |  |  |  |  |
| ELECTIVE |  |  | ELECTIVE |  |  |  |  |

**Summer 2017 rev 8-16-17**

**[SC] Signature courses (6) [VC] Variable courses (6-9) [ILC] Integrated Learning courses (3)**

**[BC] HSB Core (10) ELECTIVES (6) [MAJ] Courses in Major (6)**

**1**ACC 101EC Excel Competency is a non-credit online course in conjunction with ACC 101. Competency in Excel must be demonstrated by all first-year business students in the fall semester.

**Overlays:** In selecting courses, students will be required to identify courses that meet the overlay requirements in the areas of 1) Diversity, Globalization or Non-Western Area Studies, 2) Ethics Intensive and 3) Writing Intensive. Many of the courses already in your schedule may cover these areas.

***This Course Sequence is based on the courses offered in the summer session. Summer courses are subject to change.***

**GEP MARKETING CHECKLIST *(total of 40 courses)* Summer 2017**

***STUDENTS: This checklist is in order of graduation requirements for your major. Be sure to review the notes on the opposite page as well as the on-line course catalog for more specific guidelines.***

**GEP Signature Courses [SC] (6 courses)**

\_\_\_\_ \_\_\_\_\_\_ First Year Seminar Selection – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ \_\_\_\_\_\_ Faith and Reason Selection – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ ENG 102 Texts and Contexts

\_\_\_\_ HIS 154 Forging the Modern World

\_\_\_\_ PHL 154 Moral Foundations

\_\_\_\_ THE 154 Faith, Justice and the Catholic Tradition

**Variable Courses [VC] (9 courses)**

\_\_\_\_ Fine Arts and Literature Selection – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ ECN 101 Microeconomics

\_\_\_\_ ENG 101 Craft of Language

\_\_\_\_ \_\_\_\_ Non-Native Language (1-2 semesters depending on level)

\_\_\_\_ Laboratory Science Selection

\_\_\_\_ Math Beauty Selection – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ Philosophical Anthropology Selection: – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ Religious Difference Selection – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Integrated Learning Courses [ILC] (3 courses)**

\_\_\_\_ ILC #1 ECN 102 Macroeconomics

\_\_\_\_ ILC #2 Integrated Learning Course #2 *(see MKT online catalog for options)* Your Course: \_\_\_\_\_\_\_\_\_

\_\_\_\_ ILC #3 Integrated Learning Course #3 *(see MKT online catalog for options)* Your Course: \_\_\_\_\_\_\_\_\_

**Business Core Required Courses [BC] (3 courses)**

\_\_\_\_ 1ACC 101EC Excel Competency

\_\_\_\_ ACC 101 Financial Accounting

\_\_\_\_ ACC 102 Managerial Accounting

\_\_\_\_ DSS 200 Introduction to Info Systems

\_\_\_\_ DSS 210 Business Statistics

\_\_\_\_ DSS 220 Business Analytics

\_\_\_\_ FIN 200 Introduction to Finance

\_\_\_\_ MGT 360 Legal Environment of Business I

\_\_\_\_ MGT 110/120 110 Essentials of Organ Behavior

***or*** 120 Essentials of Management

\_\_\_\_ MKT 201 Principles of Marketing

**Courses in Major [MAJ] (6 courses)**

\_\_\_\_ MKT 202 Marketing Research

\_\_\_\_ MKT 302 Consumer Behavior

\_\_\_\_ MKT 301 Marketing Communications

\_\_\_\_ MKT \_\_\_ \_\_\_ MKT Upper Level Elective

\_\_\_\_ MKT \_\_\_ \_\_\_ MKT Upper Level Elective

\_\_\_\_ MKT 401 Marketing Strategy

**Free Electives (6 courses)**

\_\_\_\_ Free Elective \_\_\_\_ Free Elective

\_\_\_\_ Free Elective \_\_\_\_ Free Elective

\_\_\_\_ Free Elective \_\_\_\_ Free Elective