



ENTERTAINMENT MARKETING

Typical Course Sequence

Beginning with the class of 2018

Revised 4-22-2015



First Year – Fall Semester

<input type="checkbox"/>	¹ ACC 101EC Excel Competency (one credit)
<input type="checkbox"/>	ACC 101 Financial Accounting [BC]
<input type="checkbox"/>	English 101 Craft of Language [VC] (or AP credit)
<input type="checkbox"/>	First Year Seminar [SC] or MGT 110 or 120 [BC]
<input type="checkbox"/>	Math Beauty [VC]
<input type="checkbox"/>	Foreign Language [VC]

First Year – Spring Semester

<input type="checkbox"/>	ACC 102 Managerial Accounting [BC]
<input type="checkbox"/>	ENG 102 Texts and Contexts [SC]
<input type="checkbox"/>	MGT 110 or 120 [BC] or First Year Seminar [SC]
<input type="checkbox"/>	ECN 101 Microeconomics [VC]
<input type="checkbox"/>	Foreign Language [VC]

Sophomore Year – Fall Semester

<input type="checkbox"/>	MKT 201 Principles of Marketing [BC]
<input type="checkbox"/>	DSS 200 Intro to Info Systems [BC] either semester
<input type="checkbox"/>	DSS 210 Business Statistics [BC]
<input type="checkbox"/>	HIS 154 Forging the Modern World [SC]
<input type="checkbox"/>	THE 154 Faith, Justice, Catholic Tradition [SC]

Sophomore Year – Spring Semester

<input type="checkbox"/>	MKT 202 Marketing Research [MAJ]
<input type="checkbox"/>	DSS 220 Business Analytics [BC]
<input type="checkbox"/>	FIN 200 Introduction to Finance [BC]
<input type="checkbox"/>	PHL 154 Moral Foundations [SC]
<input type="checkbox"/>	Religious Difference Selection [VC]

Junior Year – Fall Semester

<input type="checkbox"/>	MKT 302 Consumer Behavior [MAJ]
<input type="checkbox"/>	ECN 102 Macroeconomics [ILC #1]
<input type="checkbox"/>	Faith and Reason Selection [SC]
<input type="checkbox"/>	MGT 360 Legal Environment of Business I [BC]
<input type="checkbox"/>	ELECTIVE

Junior Year – Spring Semester

<input type="checkbox"/>	MKT 342 Entertainment Law [MAJ]
<input type="checkbox"/>	MKT 343 Entertainment Marketing [MAJ]
<input type="checkbox"/>	³ Integrated Learning Course [ILC #2]
<input type="checkbox"/>	Philosophical Anthropology Selection [VC]
<input type="checkbox"/>	ELECTIVE

Senior Year – Fall Semester

<input type="checkbox"/>	⁴ Music or Sports Marketing Elective [MAJ]
<input type="checkbox"/>	Fine Arts/Literature Selection [VC]
<input type="checkbox"/>	² Laboratory Science [VC]
<input type="checkbox"/>	ELECTIVE
<input type="checkbox"/>	ELECTIVE

Senior Year – Spring Semester

<input type="checkbox"/>	BUS 495 Business Policy [BC] (either semester)
<input type="checkbox"/>	³ Music or Sports Marketing Elective [MAJ]
<input type="checkbox"/>	³ Integrated Learning Course [ILC #3]
<input type="checkbox"/>	ELECTIVE (³ or 2 nd non-lab science course)
<input type="checkbox"/>	ELECTIVE

[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)

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

²To satisfy this requirement the student may take either one-credit laboratory course or two 3-credit non-laboratory courses. If choosing the 2 semester option, the second course replaces an elective.

³Choose 2 of the following courses to satisfy the Integrated Learning Course requirement: COM 200, ECN 420, ENG 209, ENG 215, ENG 326, ENG 383, HIS 387, MTF 142, MTF 151, MTF 161, MTF 191, MTF 291, MTF 293, MTF 294.

⁴ Courses that satisfy the Music/Sports Marketing Elective: MKT 341, MKT 344, MKT 351, MKT 353. The department recommends a Marketing Internship is completed in place of an elective.

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.

GEP ENTERTAINMENT MARKETING CHECKLIST *(total of 40 courses)*

Revised 4-22-2015

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)
- _____ ²Laboratory Science Selection – Your Course Title: _____
- _____ 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 ³Integrated Learning Course - Your course: _____
- _____ ILC #3 ³Integrated Learning Course - Your course: _____

Business Core Required Courses [BC] (10 courses in addition to the 1 credit ACC 101EC)

- | | | | |
|------------------------------|------------------------------|-------------------|--|
| _____ ¹ ACC 101EC | Excel Competency | _____ FIN 200 | Introduction to Finance |
| _____ ACC 101 | Financial Accounting | _____ MGT 360 | Legal Environment of Business I |
| _____ ACC 102 | Managerial Accounting | _____ MGT 110/120 | 110 Essentials of Organ Behavior
or 120 Essentials of Management |
| _____ DSS 200 | Introduction to Info Systems | _____ MKT 201 | Principles of Marketing |
| _____ DSS 210 | Business Statistics | _____ BUS 495 | Business Policy |
| _____ DSS 220 | Business Analytics | | |

Courses in Major [MAJ] (6 courses)

- _____ MKT 202 Marketing Research
- _____ MKT 302 Consumer Behavior
- _____ MKT 342 Entertainment Law
- _____ MKT 343 Entertainment Marketing
- _____ ⁴MKT _____ Enter. MKT Upper Level Elective See footnote
- _____ ⁴MKT _____ Enter. MKT Upper Level Elective for options

Free Electives (6 courses)

- _____ Free Elective _____ Free Elective
- _____ Free Elective _____ Free Elective
- _____ Free Elective _____ Free Elective (³or the 2nd non-lab science course)

Three courses among your 40 must satisfy the following overlay areas:

- _____ Diversity, Globalization, or Non-Western Studies Course
- _____ Ethics Intensive Course
- _____ Writing Intensive Course

Please be sure to consult your advisor.