

2021 ACADEMIC PLANNING FORM: MARKETING

As of 3/30/2017

1st course(s) recommended for Marketing - MKT 205

	Fall Semester	# of Credits	Spring Semester	# of Credits	Total Year Credits
<b>1<sup>st</sup> Year</b>	DWC 101 (4 credit hrs; Honors 5 credit hrs)	4	DWC 102 (4 credit hrs; Honors 5 credits hrs)	4	8
	MKT 205 Principles of Marketing	3	ECN 102 Principles of Economics: Macro( <i>Social Science Core</i> )	3	6
	ECN 101 Principles of Economics: Micro ( <i>Social Science Core</i> )	3	MTH 107 Math Business Analysis I (or MTH 108, 109, 131, 132) *( <i>Quantitative Reasoning Core</i> )	3	6
	Core	3	Core	3	6
		<b>13</b>		<b>13</b>	<b>26</b>
<b>2<sup>nd</sup> Year</b>	DWC 201 (4 credit hrs; Honors 5 credit hrs)	4	DWC 202 (4 credit hrs; Honors 5 credits hrs)	4	8
	MKT 335 Buyer Behavior <b>OR</b> FIN 217/MTH 217 ( <b>MKT 205</b> )	3	FIN 217 Statistical Analysis/MTH 217 <b>OR</b> MKT 335 ( <b>MKT 205</b> )	3	6
	ACC 203 Financial Accounting	3	MGT 301 Organizational Behavior ( <i>Diversity Proficiency</i> )	3	6
	ACC 110 Computer App. in Business I (1 cr.)	1	ACC 204 Managerial Accounting ( <b>ACC 203</b> )	3	4
	Core	3	ACC 111 Computer App. in Business II (1 cr.) ( <b>ACC 110</b> )	1	4
	Core	3	Core	3	6
		<b>17</b>		<b>17</b>	<b>34</b>
<b>3<sup>rd</sup> Year</b>	MKT 336 Promotional Strategy ( <b>MKT 335</b> )	3	MKT 426 International Marketing ( <i>Diversity Proficiency</i> ) ( <b>MKT 336</b> )	3	6
	FIN 207 Managerial Finance I ( <b>ACC 203 and ECN 101 or 102</b> )	3	FIN 310 Operations Mgmt. ( <b>FIN 217/MTH 217</b> )	4	7
	Core	3	MGT 330 Legal Environment Business I	3	6
	Core	3	Core	3	6
	Core	3	Core	3	6
		<b>15</b>		<b>16</b>	<b>31</b>
<b>4<sup>th</sup> Year</b>	MKT 434 Marketing Research ( <b>MKT 205 and either FIN 217 or MTH 217</b> )	3	MKT 480 Capstone ( <b>ACC 110, 111, 203, 204; FIN 207; MGT 301; MKT 336, 434</b> )	3	6
	MKT Elective	3	MKT Elective	3	6
	Core	3	Free Elective	3	6
	Core	3	Free Elective	3	6
	Free Elective	3	Free Elective	3	6
		<b>15</b>		<b>15</b>	<b>30</b>
*Graduation Requirement includes a minimum of 120 credit hours*			<b>Total Program of Study Credits</b>		<b>121</b>

Core requirements include a foundational component, core focus, and satisfaction of all proficiencies.

**Foundational Component:**

DWC - 4 semester sequence, 16-20 cr.  
 Theology (200 & 300 level) - 6 cr.  
 Philosophy (1 Ethics) - 6 cr.  
 Natural Science - 3 cr.  
 Social Science - 3 cr. (*ECN 101 or 102*)  
 Quantitative Reasoning - 3 cr. (*MTH 107 or higher*)  
 Fine Arts - 3 cr.

**Proficiencies:**

Intensive Writing - I  
 Intensive Writing - II  
 Oral Communication  
 Diversity (*MKT 426*)  
 Civic Engagement

**Core Focus:**

2 courses/ 6 cr. outside the major from either the same core discipline, language **or** the same themed area\*

\*Students completing the Liberal Arts Honors Program satisfy the core focus requirement

**Major Requirements:**

MKT 205, 335, 336, 426, 434, 480  
 MKT Electives (2)  
 ECN 101 and 102  
 FIN 207, 217, 310  
 MTH 107 or higher  
 MGT 301, 330  
 ACC 110, 111, 203, 204  
 PHL 306 is recommended

\*MTH 107 Math Business Analysis I (or MTH 108, 109, 131, 132). Students may be asked to achieve the required score on the PCSB finite mathematics proficiency exam.

For a complete list of course pre-requisites please see the Providence College Catalog.

Currently, MKT Majors fulfill the Social Science and Quantitative Reasoning Cores and the Diversity Proficiency.