

2023 Academic Planning Form: **MARKETING**

9/4/2020

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

	Fall Semester	# of Credits	Spring Semester	# of Credits	Total Year Credits
1st Year	DWC 101 (4 credit hrs; Honors 5 credit hrs)	4	DWC 102 (4 credit hrs; Honors 5 credits hrs)	4	
	ACC 203 Financial Accounting	3	ACC 204 Managerial Accounting (ACC 203)	3	
	ECN 101 Principles of Economics: Micro (Social Science Core)	3	ACC 113 Data Applications in Business	2	
	MKT 205 Principles of Marketing	3	ECN 102 Principles of Economics: Macro(Social Science Core)	3	
	MTH 107 Math Business Analysis (or MTH 108, 109, 131, 132) *(Quantitative Reasoning Core)	3	Core	3	
		16		15	31
2nd Year	DWC 201 (4 credit hrs; Honors 5 credit hrs)	4	DWC 202 (4 credit hrs; Honors 5 credits hrs)	4	
	MKT 335 Buyer Behavior (MKT 205)	3	MTH 217 Statistical Analysis (MTH 107 or higher)	3	
	Core	3	MGT 301 Organizational Behavior (Diversity Proficiency)	3	
	Core	3	Core	3	
	Core	3	Core	3	
		16		16	32
3rd Year	FIN 207 Managerial Finance I (ACC 203 and ECN 101 or 102)	3	FIN 310 Operations Mgmt. (MTH 217)	4	
	MKT Elective	3	MGT 330 Legal Environment Business I	3	
	Core	3	MKT 426 International Marketing (Diversity Proficiency) (MKT 336)	3	
	Core	3	Core	3	
	Core	3	Core	3	
		15		16	31
4th Year	MKT 434 Marketing Research (MKT 205 and MTH 217)	3	MKT 480 Capstone (ACC 113, 203, 204; FIN 207, 310; MGT 301; MKT 434)	3	
	MKT Elective	3	MKT Elective	3	
	Core	3	Free Elective	3	
	Free Elective	3	Free Elective	3	
	Free Elective	3			
		15		12	27
Graduation Requirement includes a minimum of 120 credit hours			Total Program of Study Credits		121
*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. Currently, MKT Majors fulfill the Social Science and Quantitative Reasoning Cores and the Diversity					
Core requirements include a foundational component and satisfaction of all proficiencies.					
Foundational Component:			Proficiencies:		
<ul style="list-style-type: none"> • 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. 			<ul style="list-style-type: none"> • Intensive Writing - I • Intensive Writing - II • Diversity (MKT 301 and 426) • Civic Engagement • Oral Proficiency 		
Major Requirements (MKT Courses):					
<ul style="list-style-type: none"> • MKT 205, 335, 426, 434, 480 • MKT Electives (3) • ECN 101 and 102 • FIN 207 • FIN 310 (open only to freshmen, sophomores & juniors) 			<ul style="list-style-type: none"> • MTH 107 or higher • MTH 217 • MGT 301, 330 • ACC 113 (open to only freshmen & sophomores) • ACC 203, 204 		