

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	
	ACC 203 Financial Accounting	3	ACC 204 Managerial Accounting ( <b>ACC 203</b> )	2	
	ECN 101 Principles of Economics: Micro (Social Science Core)	3	ACC 113 Data Applications in Business	3	
	MKT 205 Principles of Marketing	3	ECN 102 Principles of Economics: Macro( <b>Social Science Core</b> )	3	
	MTH 107 Math Business Analysis (or MTH 108, 109, 131, 132) <b>*(Quantitative Reasoning Core)</b>	3	Core	3	
		<b>16</b>		<b>15</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	
	MKT 335 Buyer Behavior ( <b>MKT 205</b> )	3	FIN 217 Statistical Analysis/MTH 217 (MTH 107 or higher)	3	
	Core	3	MGT 301 Organizational Behavior ( <b>Diversity Proficiency</b> )	3	
	Core	3	Core	3	
	Core	3	Core	3	
		<b>16</b>		<b>16</b>	
<b>3<sup>rd</sup> Year</b>	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	
	MKT 336 Promotional Strategy ( <b>MKT 335</b> )	3	MGT 330 Legal Environment Business I	3	
	Core	3	MKT 426 International Marketing ( <b>Diversity Proficiency</b> ) ( <b>MKT 336</b> )	3	
	Core	3	Core	3	
	Core	3	Free Elective	3	
		<b>15</b>		<b>16</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, 310; MGT 301; MKT 336, 434</b> )	3	
	MKT Elective	3	MKT Elective	3	
	Free Elective	3	Free Elective	3	
	Free Elective	3	Free Elective	3	
	Free Elective	3			
		<b>15</b>		<b>12</b>	
<b>*Graduation Requirement includes a minimum of 120 credit hours*</b>			<b>Total Program of Study Credits</b>		<b>121</b>
<b>*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</b>					
<b>Core requirements include a foundational component, core focus, and satisfaction of all proficiencies.</b>					
<b>Foundational Component:</b>			<b>Proficiencies:</b>		
<ul style="list-style-type: none"> <li>• DWC - 4 semester sequence, 16-20 cr.</li> <li>• Theology (200 &amp; 300 level) - 6 cr.</li> <li>• Philosophy (1 Ethics) - 6 cr.</li> <li>• Natural Science - 3 cr.</li> </ul>			<ul style="list-style-type: none"> <li>• Social Science - 3 cr. (<b>ECN 101 or 102</b>)</li> <li>• Quantitative Reasoning - 3 cr. (<b>MTH 107 or higher</b>)</li> <li>• Fine Arts - 3 cr.</li> </ul>		
<ul style="list-style-type: none"> <li>• Intensive Writing - I</li> <li>• Intensive Writing - II</li> <li>• Diversity (<b>MKT 301 and 426</b>)</li> <li>• Civic Engagement</li> <li>• Oral Proficiency</li> </ul>					
<b>Major Requirements (MKT Courses):</b>					
<ul style="list-style-type: none"> <li>• MKT 205, 335, 336, 426, 434, 480</li> <li>• MKT Electives (2)</li> <li>• ECN 101 and 102</li> <li>• FIN 207, 217</li> <li>• FIN 310 (open only to freshmen, sophomores &amp; juniors)</li> <li>• MTH 107 or higher</li> <li>• MGT 301, 330</li> <li>• ACC 113 (open to only freshmen &amp; sophomores)</li> <li>• ACC 203, 204</li> </ul>					