

2021-2022 Degree Requirement Summary

B.S. IN MARKETING

For the most up-to-date requirements, please refer to your Degreeworks Audit.

General Education Requirements

- ☐ **IT 101** _____ Information Technology
- ☐ **EXP 1** _____ Expository Writing I¹
- ☐ **EXP 2** _____ Expository Writing II¹
- ☐ _____ Literature/Cinema/EMS²
- ☐ **MA** _____ Mathematical Science I³
- ☐ **MA** _____ Mathematical Science II³
- ☐ **NASC** _____ Natural Science (4 credits)
- ☐ **GLS** _____ Global Studies: **GLS 100, 101, 102, 105 or 116**
- ☐ **HI** _____ History
- ☐ **PH 101** _____ Problems of Philosophy
- ☐ **PS/SO** _____ Behavioral Science
- ☐ **EC 111** _____ Principles of Microeconomics
- ☐ **EC 112** _____ Principles of Macroeconomics
- ☐ **FS 111** _____ First Year Seminar (1 credit)

Business Core Requirements

- ☐ **GB 110** _____ Legal and Ethical Environment of Business
- ☐ **GB 112** _____ Tools and Concepts in Accounting and Finance
- ☐ **GB 212** _____ Practice and Applications in Accounting and Finance
- ☐ **GB 213** _____ Business Statistics
- ☐ **GB 214** _____ Marketing-Operations Fundamentals
- ☐ **GB 215** _____ Human Behavior and Organizations
- ☐ **GB 310** _____ Business Processes and Systems
- ☐ **GB 320** _____ Integrated Business Project
- ☐ **GB 410** _____ Global Strategy

Major Requirements

- ☐ **MK 322** _____ Marketing Research
- ☐ **MK 400** _____ Marketing Management⁴
- ☐ **MK/PRS** _____ Marketing/Professional Sales Elective⁵
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- ☐ _____ Marketing-Related Elective⁶
- ☐ _____ Marketing-Related Elective⁶

Electives⁷

- ☐ **MA/NASE** _____ Math or Natural Science Elective
- ☐ _____ Humanities/Social Science Elective
- ☐ _____ Business Related Elective
- ☐ _____ Arts and Science Elective
- ☐ _____ Arts and Science Elective
- ☐ _____ Arts and Science Elective
- ☐ _____ Arts and Science Elective
- ☐ _____ Arts and Science Elective
- ☐ _____ Unrestricted Elective
- ☐ _____ Unrestricted Elective

Course Focus Requirements

- ☐ U.S. Diversity Intensive (D)
- ☐ International Intensive (I)
- ☐ Communication Intensive (I)
- ☐ Communication Intensive/Major (**MK 400**)

Approved Minor in: _____

Total credits required 122

Note: Transfer students with at least 15 credits in transfer will complete 121 credits.

All courses are 3 credits unless otherwise indicated.

Office Notes:

IMPORTANT NOTICE! Students are responsible for understanding all university policies, procedures and requirements. Such information can be found in the Undergraduate Course Catalogue, Registrar's website, and the Student Handbook. Please be aware that overall and major averages must be at least 2.000 for graduation. This information is to help the student in monitoring progress toward the degree. Responsibility for meeting all degree requirements rests with the student.

Marketing (MK)

Every organization, regardless of whether it is a for-profit, nonprofit, and corporate or government organization, engages in marketing activities. The curriculum provides students with the theoretical background and practical experience to start their careers but also to build their successes as their careers progress. Real-world projects and internship-for-credit courses, where students work and gain experience with leading organizations such as Apple, Microsoft, TJX Companies, the Boston Celtics and the Boston Red Sox, ground their education with solid, real experience.

Prerequisite/Corequisite Structure

COURSES	PREREQUISITES
MK 322	GB 213 (*CPR) and GB 214
MK 400	GB 214, 2 other MK courses, and at least 81 completed and in progress credits
MK/PRS Elective	vary by course
MK/PRS Elective	vary by course
MK/PRS Elective	vary by course
MK/PRS Elective	vary by course
MK Related Elective	vary by course
MK Related Elective	vary by course

*CPR = Co- or Prerequisite

■ It is strongly recommended that MK 322 be taken during the junior year.

1. Placement in this course is determined by the English and Media Studies department
2. Requirement may be fulfilled with any LIT/CIN/EMS course or MLCH 403, MLFR 304, MLIT 304, MLIT 305, MLSP 306, 307, 404, or 405. Certain topics/titles of MLCH 402 or MLSP 301 may also apply.
3. The Math sequence consists of either MA 123 and MA 126 or MA 131 and MA 139, depending upon departmental placement.
4. MK 400 serves as the senior capstone and requires the prior completion of 2 MK courses (6 credits). This course should be taken senior year.
5. Any MK or PRS courses not otherwise required can fulfill the MK elective requirements. Major electives should be selected in consultation with a faculty mentor.
6. All AC, AF, FI, IDCC, IPM, MG, MK or PRS courses not otherwise required; any LA course numbered 200 or higher (except for LA 402), EC 224, 225, 232, 270, 271, 272, 273, 275, 311, 315, 346, 361, 373, 374, 375, 376, 377, 381, 391, 402, 431, 441, and 454 and CS 350, 360, 401, 402, 421, 440, and 460. PRS and MG courses may fulfill MK Related Electives in the major
7. Elective guidelines are available on the Registrar's website.