

MARKETING DEGREE PLANNING SHEET

T-transfer
credit
M-Maryville
credit

Student Name:	I.D.#:	Adviser Signature:
GENERAL EDUCATION (Minimum 48 Credit Hours)	T	M
		BUSINESS CORE (36 - 39 Credit Hours)
		ISYS 100 Computer Applications (3)
SKILLS/PROCESSES FOR LITERACY (3 courses - 4 Courses for Freshmen)		
		BUS 150 Business Communications (3) (required of all freshmen entry students)
1) INTD 101 University Seminar (3)		ACCT 210 Financial Accounting (3)
2) ENGL 101 Composition: Theme Writing (3)		ACCT 211 Managerial Accounting (3)
3) ENGL 104 Composition: The Essay (3)		ECON 201 Macroeconomics (3) - may fulfill General Education
4) MATH 117 College Algebra (3) or above		ECON202 Microeconomics (3) - may fulfill General Education
		ISYS 241 Business Statistics (3), or MATH 141 Elementary Statistics (3) -may fulfill General Education
HUMANITIES (5 courses)		
		BUS 280 Business Law I (3)
ENGLISH LIT/FOREIGN LANG: 1 course		
1)		MGMT 321 Principles of Management (3)
PHILOSOPHY: 1 course		
2)		MKT 360 Principles of Marketing (3)
FINE ARTS*: 1 course		
3)		FIN 312 Principles of Finance (3)
		BUS 314 Operations Management (3)
HUMANITIES ELECTIVES**: 2 courses		
4)		BUS 491 Business Policies (Capstone) (3)
5)		
		MARKETING (24 Credit Hours)
		MKT 361 Consumer Behavior (3)
		MKT 471 Marketing Communications (3)
		MKT 363 Marketing Research (3)
SOCIAL SCIENCE (3 courses)		
		MKT 472 Internet Marketing (3)
HISTORY/GOVERNMENT: 1 course		
1)		MKT 480 Product Development (Senior Experience) (3)
SOCIAL SCIENCE ELECTIVES***: 2 courses		
2)		Electives: Choose 9 credit hours from the following:
3)		MKT 474 Global Marketing (3)
		MKT 373 Interactive Marketing (3)
		MKT 364 Professional Selling (3)
SCIENCE/QUANTITATIVE REASONING (2 courses)		
		MKT 470 Sales Management (3)
SCIENCE: 1 course		
1)		MKT 375 Services Marketing (3)
		MKT 461 Social Media (3)
QUANTITATIVE REASONING: 1 course math/science		
2)		MKT 370 Marketing the St. Louis Region (3)
		BUS 435 Supply Chain Management (3)
		SPTM 415 Sport Marketing (3)
TOTAL HOURS REQUIRED		
128 credit hours minimum (last 30 hours in residency)		MKT XXX Study Abroad (1 - 3)
Minimum 1/2 of the major credit hours in residency		MKT 499 Internship (1 - 4)
Minimum 1/2 of the minor credit hours in residency		NO MINOR IS REQUIRED
60 credit hours must be completed at a 4-year institution		

*Fine Arts: ADSA, ADAH, ADGD, ADID, ART, FPAR, MUS

**Humanities: ENGL, PHIL, REL, HUM, Fine Arts, Foreign Languages

***Social Science: HIST, PSCI, SOC, PSYC, GEOG, ECON