

MARYVILLE UNIVERSITY

MARKETING

DEGREE PLANNING SHEET

T-transfer
credit
M-Maryville
credit

Student Name: _____ I.D.#: _____

GENERAL EDUCATION	T	M	BUSINESS CORE (36 - 39 Credit Hours)	T	M
			ISYS 100 Computer Applications (3)		
SKILLS/PROCESSES FOR LITERACY (3 courses - 4 Courses for Freshmen)			BUS 150 Business Communications (3)		
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		
4) MATH 117 College Algebra (3) or above			ECON202 Microeconomics (3) - may fulfill General		
			ISYS 241 Business Statistics (3), or MATH 141 Elementary Statistics (3) -may fulfill General Education		
HUMANITIES (5 courses from 3 areas)			BUS 280 Business Law I (3)		
1)			MGMT 321 Principles of Management (3)		
			MKT 360 Principles of Marketing (3)		
2)			FIN 312 Principles of Finance (3)		
			BUS 314 Operations Management (3)		
3)			BUS 491 Business Policies (Capstone) (3)		
4)			MARKETING (24 Credit Hours)		
			COM 121 Introduction to Contemporary Com (3)		
5)			MKT 361 Consumer Behavior (3)		
			MKT 365 Marketing and Digital Media (3)/ADGD 264		
SOCIAL SCIENCE (3 courses from 2 areas)			SALS 364 Professional Selling (3)		
1)			MKT 491 Marketing Analytics (3)		
2)			Electives: Choose 9 credit hours from the following:		
			COM 232 Intro to New and Social Media (3)		
3)			COM 327 Social Media Campaigns (3)		
			BUS 435 Supply Chain Management (3)		
SCIENCE/QUANTITATIVE REASONING (2 courses)			BUS 440 Project Management (3)		
SCIENCE: 1 course			MKT 474 Global Marketing (3)		
1)			MKT/SALS 426 Customer Relationship Mgt (3)		
QUANTITATIVE REASONING: 1 course math/science			MKT 499 Internship (3-6)		
2)			MKT XXX Study Abroad (3)		
			ISYS 120 - App Development - Story Boarding		
TOTAL HOURS REQUIRED			ISYS 220 - App Development		
128 credit hours minimum (last 30 hours in residency)			AGDG 264 - Digital Media for Non-Majors		
Minimum 1/2 of the major credit hours in residency			MGMT 386 - Negotiations		
Minimum 1/2 of the minor credit hours in residency					
60 credit hours must be completed at a 4-year institution					
Revised 2018					