

MARYVILLE UNIVERSITY

Marketing

DEGREE PLANNING SHEET

Student Name:		I.D. #:					
GENERAL EDUCATION (30-33 Credit Hours)		T	M	BUSINESS CORE (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)			
4) MATH 117 College Algebra (3) or above				ECON 202 Microeconomics (3)			
HUMANITIES (5 courses from at least 3 areas)				ISYS 241 Business Statistics (3) OR MATH 141, Elementary Statistics (3)			
1)				BUS 280 Business Law I (3)			
				MGMT 321 Principles of Management (3)			
2)				MKT 360 Principles of Marketing (3)			
				FIN 312 Principles of Finance (3)			
3)				BUS 314 Operations Management (3)			
				BUS 491 Business Policies (3)			
4)				MARKETING (24 Credit Hours)			
				COM 121 Introduction to Contemporary Com (3)			
5)				MKT 361 Consumer Behavior (3)			
SOCIAL SCIENCE (1 course, not from ECON)				MKT 365 Marketing and Digital Media (3)/ADGD 264			
				SALS 364 Professional Selling (3)			
1)				MKT 491 Marketing Analytics (3)			
				Electives: Choose 9 credit hours from the following:			
				COM 232 Intro to New and Social Media (3)			
				COM 327 Social Media Campaigns (3)			
NATURAL SCIENCE (1 course)				BUS 435 Supply Chain Management (3)			
				BUS 440 Project Management (3)			
SCIENCE: 1 course				MKT 474 Global Marketing (3)			
1)				MKT/SALS 426 Customer Relationship Management (3)			
				MKT 499 Internship (3-6)			
				MKT XXX Study Abroad (3)			
				ISYS 120 - App Development - Story Boarding			
				ISYS 220 - App Development			
TOTAL HOURS REQUIRED				AGDG 264 - Digital Media for Non-Majors			
				MGMT 386 - Negotiations			
128 credit hours minimum (last 30 hours in residency)							
Minimum ½ of the major credit hours in residency							
Minimum ½ of the minor credit hours in residency							
60 credit hours must be completed at a 4-year institution							