

2020-21 Marketing Checklist

Name _____
 Student ID _____
 Date _____

GENERAL EDUCATION

I. Foundational Intellectual Skills (12-13 hours)

- ___ FYS110 First Year Seminar
- ___ ENG112 Writing and Community
- ___ COM101 Public Speaking
- ___ Mathematics (BUS205)

II. Knowledge Acquisition (19-20 hours)

- ___ Science 1XX with lab
- ___ HUM210 Meaning Through Culture
- ___ PHL130 Human Nature & Person
- ___ Foreign Language

One course from each group A and B:

Group A

- ___ BUS109 Business Plan Competition
- ___ ECN200 Introductory Economics
- ___ HIS102 History of the Modern World
- ___ POL102 Introduction to American Politics

Group B

- ___ PSY101 General Psychology
- ___ PSY220 Human Growth and Development
- ___ GST200 Introduction to Gender Studies
- ___ SOC101 Introduction to Sociology
- ___ SOC175 Introduction to Anthropology

III. Faith, Ethics, and Foundation (6 hours)

- ___ THL105 Introduction to Theology
- ___ Second Approved THL

IV. Greater Depth Cluster

- a. Completion of a minor or second major outside school (or department if College of Arts & Sciences)
- b. Completion of an interdisciplinary minor or concentration outside the first major. See catalog for approved programs.
- c. Focus on a specific theme (cluster) outside the major. See catalog for cluster course areas

Total Earned General Education Hours _____

MARKETING MAJOR REQUIREMENTS (60 hours)

Business Core Courses

___ BUS109 Business Plan Competition	9
___ BUS200 Careers in Bus: Research and Internships	2
___ BUS205 Statistical Methods	3
___ BUS240 Principles of Marketing	3
___ BUS250 Principles of Management	3
___ BUS309 Comprehensive Analysis of Business	9
___ BUS360/365 Internship	3
___ BUS400 Job Search, Professional Development	1
___ BUS401 Business Ethics	3
___ BUSXXX Business Experience Elective (from ACC470/BUS201/325/360/365/379/445/FIN358) +	3
___ MKT446 Strategic Marketing	3

One International Elective from the following:

___ MGT329 The Modern British Service Economy	3
___ BUS332 French Business Culture	3
___ BUS333 German Business Culture	3
___ BUS334 Business Comm. in Global Contexts I	3
___ MKT338 Global Marketing	3
___ MGT363 Global Human Resources	3
___ MGT450 International Business	3
___ FIN411 International Finance	3

12 credits from the following Major Electives:

___ MKT217 New Media Marketing	3
___ MGT325 Business Consulting: A-Team	3
___ MKT338 Global Marketing*	3
___ MKT341 Promotion	3
___ MKT342 Selling and Sales Management	3
___ MKT344 Marketing Research	3
___ MKT348 Sport Marketing and Sponsorships	3
___ MKT442 Advanced Professional Selling	3
___ MKT445 National Student Advertising Competition	3

*Cannot double count as international elective

+ Cannot double count as major elective, unless a 2nd internship is completed.

Total Earned Major Hours _____

MARIAN UNIVERSITY

Indianapolis®

2020-21 Marketing Major Sample Four Year Plan

Freshman Year							
Fall Semester				Spring Semester			
Requirement Category	Course	Credit Hours	Minimum Grade*	Requirement Category	Course	Credit Hours	Minimum Grade*
General Education	FYS110	3		Major Elective	MKT217	3	C
Major/Gen. Ed.	BUS109	9		General Education	ENG112	3	
General Education	COM101	3		General Education	Foreign Language	4	
				General Education	GST/PSY/SOC	3	
				Minor/Elective/GDC		3	
Semester Hours	15			Semester Hours	16		
Cumulative Hours	15			Cumulative Hours	31		
Sophomore Year							
Fall Semester				Spring Semester			
Requirement Category	Course	Credit Hours	Minimum Grade*	Requirement Category	Course	Credit Hours	Minimum Grade*
Major/Gen. Ed.	BUS205	3		Major	BUS200	2	
Major	BUS240	3		Major	BUS250	3	
General Education	THL105	3		General Education	HUM210	3	
General Education	Science w/lab	4		General Education	2 nd THL	3	
Minor/Elective/GDC		3		Minor/Elective/GDC		5	
Semester Hours	16			Semester Hours	16		
Cumulative Hours	47			Cumulative Hours	63		
Junior Year							
Fall Semester				Spring Semester			
Requirement Category	Course	Credit Hours	Minimum Grade*	Requirement Category	Course	Credit Hours	Minimum Grade*
Major	BUS360/365	3		Major Elective	MKTXXX	3	C
Major Elective	MKTXXX	3	C	Major International Elective	BUSXXX	3	
General Education	PHL130	3		Major Elective	MKTXXX	3	
Minor/Elective/GDC		3		Minor/Elective/GDC		4	
Minor/Elective/GDC		4		Minor/Elective/GDC		4	
Semester Hours	16			Semester Hours	17		
Cumulative Hours	79			Cumulative Hours	96		
Senior Year							
Fall Semester				Spring Semester			
Requirement Category	Course	Credit Hours	Minimum Grade*	Requirement Category	Course	Credit Hours	Minimum Grade*
Major	BUS309	9		Major	Business Experience	3	
Major	MKT446	3		Major	BUS401	3	
Major	BUS400	1		Minor/Elective/GDC		3	
Minor/Elective/GDC		3		Minor/Elective/GDC		3	
				Minor/Elective/GDC		4	
Semester Hours	16			Semester Hours	16		
Cumulative Hours	112			Cumulative Hours	128		

*A minimum 2.0 cumulative GPA and a minimum 2.0 major GPA are required for graduation, so monitor your GPA closely. To meet degree requirements, some disciplines require higher grades in each course or a higher cumulative GPA. This four-year plan is only a sample and will vary by student and course availability.