

# MARKETING Major (Bachelor of Business Administration Degree – 2019/20 JU Catalog Degree Requirements)

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- Use this major checksheet as a guide for selecting classes
- REFER to DEGREE AUDIT in Student Planning to review and monitor degree and graduation requirements.

## Core Curriculum:

**Economics: 3 hours. Requirement fulfilled in major.**

**English/Writing: 3 hours.**

Course	Hours	Grade	Term
ENGL 103 Introductory Writing	3		

**English/Literature: 3 hours. Choose one of the following courses:**

- ENGL 189 Core Seminar in Literature (pre: ENGL 103)
- ENGL 202 American Literary Experience (pre: ENGL 103)
- ENGL 203 World Literature (pre: ENGL 103)
- ENGL 204 British Literary Experience I (pre: ENGL 103)
- ENGL 206 British Literary Experience II (pre: ENGL 103)

Course	Hours	Grade	Term

**Fine Arts: 3 hours. Choose a single course or combination of courses from the following disciplines to total a minimum of three credit hours; includes core seminars:**

- Art (ART)
- Art History (ARH)
- Dance (DANC)
- Film (FVA)
- Music (MUS)
- Theatre Arts (THEA)

Course	Hours	Grade	Term

**Global Studies: 3 hours. Choose one of the following options:**

- **Bachelor of Business Administration degree:**
  - Option #1 - One (1) foreign language course or equivalent at the 102 level
  - or
  - Option #2 - One (1) International Studies (IS) course at the 300-level (pre: ENGL 103 & sophomore status)

Course	Hours	Grade	Term

**History: 3 hours. Choose one HIST course at the 100 or 200 level:**

Course	Hours	Grade	Term

**Humanities: 3 hours. Choose one HUM course (pre: ENGL 103 & ENGL/literature core requirement).**

Course	Hours	Grade	Term

**Laboratory Science: 4 hours. Choose any 4 hour 100-level laboratory science course:**

Course	Hours	Grade	Term

**Mathematics: 3-4 hours. Requirement fulfilled in major.**

**Philosophy: 3 hours. Choose one of the following courses:**

- PHIL 101 Introduction to Philosophy
- PHIL 189 Core Seminar in Philosophy
- PHIL 212 Ethics

Course	Hours	Grade	Term

**Social Science: 3 hours. Choose one of the following courses:**

- GEOG 189 Core Seminar in Geography
- GEOG 200 World Geography
- POL 189 Core Seminar in Political Science
- POL 205 American National Government & Politics
- POL 208 International Politics
- PSYC 189 Core Seminar in Psychology
- PSYC 201 Introductory Psychology
- SOC 189 Core Seminar in Sociology
- SOC 203 Introductory Sociology

Course	Hours	Grade	Term

**Technology: 3 hours. Requirement fulfilled in major.**

## Notes:

- Students must earn a minimum grade of "C-" in ENGL 103 and should complete this introductory writing course in their 1<sup>st</sup> year of enrollment.
- All students enrolled in ENGL 103 must pass an Exit Exam at the end of the term. Students not passing this exit exam are required to enroll in ENGL 214WI prior to reaching 60 hours. It is not necessary to pass this exam in order to pass ENGL 103. ENGL 214WI counts as an elective course.
- Students not qualified to begin at the ENGL 103 level may be required to take ENGL 101 prior to enrolling in ENGL 103. The hours earned for ENGL 101 will count as elective hours in the degree program.
- It is recommended that students complete the Technology, Mathematics, and foreign language (if applicable to degree chosen) requirements by end of their sophomore year.
- Placement in a "Core" Mathematics course assumes the student is qualified beyond the MATH 104 level. If not, students may be required to take MATH 100 and/or MATH 104 prior to enrolling in a higher level Mathematics course. The hours earned for MATH 100 and/or MATH 104 will count as elective hours in the degree program.
- Placement in foreign language is determined by previous college background and/or foreign language placement test.

DOCB Recommendations: Students pursuing the Bachelor of Science and other Bachelor degrees who elect to take foreign language to satisfy the Global Studies requirement must complete one 102-level or above foreign language course or equivalent. International or bilingual students who are granted a waiver from the foreign language requirement must still satisfy the Global Studies requirement by taking one International Studies (IS) course or studying a new language through the 102 level.

**2019-2020 JU Catalog: MARKETING**  
Major Requirements

College of Business Core Requirements: 54 hours.			
Course	Hours	Grade	Term
<b>ACCT 201 Prin Accounting I *</b>	3		
<b>ACCT 202 Prin Accounting II*</b> (pre:ACCT 201 & MATH 112 or MATH 140 w/"C" or higher in MATH course)	3		
<b>MGT 308WS Bus Communication*</b> (pre: ENGL 103 & sophomore stdg) (fulfills Speech & Writ'g Intensive)	3		
<b>MGT 321 Legal, Ethic Envir Bus*</b> (pre: ENGL 103)	3		
<b>DSIM 203RI App Bus/Econ Anal*</b> (fulfills Technology requirement & the QEP-Experiential Learning requirement)	3		
<b>ECON 201 Prin Macroeconomics*</b>	3		
<b>ECON 202 Prin Microeconomics*</b> (pre: ECON 201)	3		
<b>MATH 112 Modern Appl of Math*</b> (pre: MATH 104)	3		
<b>DSIM 201 Business Statistics*</b>	3		
DSIM 305 Quantitative Bus Meth'd (pre: DSIM 201 or consent of instructor)	3		
FIN 301 Corporate Finance (pre: ACCT 202, ECON 201 & 202)	3		
INB 303 Competing in Global Envir	3		
MGT 310 Org Behav'r/Lead Skills)	3		
MGT 320 Leadership	3		
DSIM 370 Management Info Tech (pre: DSIM 203RI)	3		
MKG 301 Principles of Marketing	3		
DSIM 350 Project/Operations Mgt (pre: MATH 112 or MATH 140)	3		
<b>This course should be taken only when the student has attained <i>senior status</i>:</b>			
Course	Hours	Grade	Term
MGT 432 Bus Strat/Venture Dev (pre: FIN 301 OR SPO 301, & senior status)	3		

**NOTES:**

\* A "C" (2.0) or better is required in each of these "bolded" DCOB core courses in order to use these courses as a part of the core requirement for all business majors.

**In addition:**

MATH 112 or any higher level mathematics course which includes calculus will fulfill the core requirement of MATH 112.

NROTC students (ONLY) may substitute NS 401, Leadership and Management, for MGT 320, Leadership.

Marketing: 18 hours. The sequencing of these requirements is critical. It is suggested that the full series of requirements be scheduled by the beginning of the junior year.

Course	Hours	Grade	Term
MKG 331 Advertising Management (pre: MKG 301)	3		
MKG 333 Sales/Customer Relations (pre: MKG 301)	3		
MKG 438 Marketing Strategy (pre: MKG 301 and senior status)	3		
One(1) business elective course numbered 300 or above from outside the DCOB core & major requirements.	3		
Two(2) additional MKG courses selected from <u>any</u> remaining MKG courses::			
Course	Hours	Grade	Term
MKG	3		
MKG	3		

**Notes:**

- A course taken as part of a major cannot also be used to satisfy the requirements of a minor.

2019-2020 JU Catalog: **MARKETING Major Requirements**

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Two Concentration areas *within* the Marketing major are available – Consumer Goods and Services Marketing and Professional Sales:

•Consumer Goods and Services Marketing Concentration

Consumer Goods and Services Marketing Concentration Requirements: 12 hours.			
Course	Hours	Grade	Term
MKG 320 Product & Brand Mgt (pre: MKG 301)	3		
MKG 336 Buyer Behavior (pre: MKG 301)	3		
MKG 420 Category Management Practicum (pre: MKG 320)	3		
MKG 435/DSIM 435 Market Analysis (pre: MKG 301 and DSIM 201 or permission of instructor)	3		

**Note:** Marketing majors may elect to pursue the Consumer Goods and Services Marketing Concentration within the major. In order to graduate with a Marketing major with a Consumer Goods and Services Marketing Concentration, students must take:

- MKG 320, MKG 336, MKG 420, and MKG 435.
- Any two (2) of the required MKG courses in the Consumer Goods and Services Marketing Concentrations may count as the two (2) additional required MKG courses in the Marketing major.

•Professional Sales Concentration

Professional Sales Concentration Requirements: 12 hours (3 hours for MKG 333 are satisfied in the Marketing major).			
Course	Hours	Grade	Term
MKG 333 Sales/ Customer Relations (pre: MKG 301)	—		
MKG 334 Retail Management (pre: MKG 301)	3		
MKG 336 Buyer Behavior (pre: MKG 301)	3		
MKG 433 Adv Selling & Acct Mgt (pre: MKG 333)	3		

**Note:** Marketing majors may elect to pursue the Professional Sales Concentration within the major. In order to graduate with a Marketing major with a Professional Sales Concentration, students must take:

- MKG 333 (part of the Marketing major),
- **BOTH** MKG 334 and MKG 336 as the two (2) additional MKG courses, **and**
- MKG 433.

General Electives: Additional hours needed to total 120 hours for degree: <b>approximately 17 hours for Marketing majors.</b>			
Course	Hours	Grade	Term

Additional General Requirements for all Baccalaureate Degrees. Indicate with "(√)" that requirement is met.	
120 hours (minimum) required for degree	( )
Final 30 hours must be completed at JU	( )
12 hours in major courses 300 level or above must be completed at JU	( )
42 hours must be 300 level or above	( )
QEP-Experiential Learning course (3 hours) required for all majors, satisfied by a core, major, minor or elective course	( )
Cum 2.00 GPA in all coursework at JU	( )
Cum 2.00 GPA in major area coursework at JU	( )
Cum 2.00 GPA in minor area coursework at JU	( )