



Marketing B.S. (82 Credits)

This is a recommended course sequence based on the current University Catalog for this degree and illustrates how the degree could be completed in as little as eight semesters. Actual plans for individual students will vary based on transfer credits, semester start, advisor recommendations and academic needs. See “Be Advised” section for additional notes and requirements specific to this major.



Scan QR code for program requirements, course descriptions, and learning outcomes in the University Catalog.

Semester 1	Credits
ENGL 191 or CMST 192	3-4
MATH 106 or MATH 112	3
Goal Area	3
Goal Area	3
HBS 111	1
Total Semester Credits	13-14
Semester 3	Credits
ACCT 291	3
BLAW 235	3
ECON 205 or ECON 206	3
Goal Area	3
Goal Area	3
HBS 211	1
Total Semester Credits	16
Semester 5	Credits
MGMT 201	3
Goal Area	3
IS 340	3
FIRE 371	3
MGMT 383	3
Total Semester Credits	15
Semester 7	Credits
MKTG Elective	3
MKTG 403	3
MKTG 404	3
MKTG Elective	3
Minor Course or University Elective	3
Total Semester Credits	15

Semester 2	Credits
CMST 192 or ENGL 191	3-4
IS 170	3
Goal Area	3
Goal Area	3
Goal Area	3
Total Semester Credits	15-16
Semester 4	Credits
ACCT 292	3
IS 270	4
ECON 205 or ECON 206	3
MKTG 220	3
Goal Area	3
<i>Apply for Upper Division Status</i>	
Total Semester Credits	16
Semester 6	Credits
MKTG 321	3
MKTG 322	3
MGMT 315	3
MKTG 333 or ENGL 332 or CMST 341	3
Minor or University Elective	3
Total Semester Credits	15
Semester 8	Credits
Minor or University Elective	3
Minor or University Elective	3
BLAW 433	3
MKTG Elective	3
MGMT 497	3
Total Semester Credits	15



BE ADVISED...

1. Upper Division Status eligibility requires the following:
 - a. Completion of Group 1 lower division core courses (HBS 111, ENGL 191, CMST 192, MATH 106/112, ACCT 291)
 - b. Completion of or enrollment in Group 2 lower division course courses (ACCT 292, BLAW 235, IS 170, IS 270, ECON 205, ECON 206)
 - c. 40 earned credits (not including MATH 070 or MATH 072)
 - d. 2.5 cumulative GPA
2. HBS 111 may be waived for transfer students.
3. 2.4 GPA and 12 earned credits are required to register for ACCT 291.
4. 2.4 GPA and 12 earned credits are required to register for ACCT 292, BLAW 235, and IS 242.
5. A grade of C- or better is required in IS 270.
6. 2.4 GPA and 12 earned credits are required to register for MGMT 201 and MKTG 220.
7. Admission to HBS Upper Division Status
 - a. Only business majors with HBS Upper Division Status or admitted business minors may enroll in 300- and 400-level Business School courses. Department permission is required for all other students. Prior to registering in 300- and 400-level major courses, all business majors must speak with their advisor to confirm that they have completed or attained the following:
 - b. Cumulative overall GPA: 2.5
 - c. 40 earned credits from courses numbered 100 or higher
 - d. Completed all Lower Division Business Core – Group 1 courses
 - e. Completed or enrolled in all Lower Division Business Core – Group 2 courses
 - f. Grade of C- or better in each of the following courses: MATH 106 or MATH 112.
8. MGMT 497 must be taken in a student's last semester, after completing the remainder of the Upper Division Business Core. Registration for MGMT 497 requires permission from the Department of Management & Entrepreneurship.
9. Marketing
 - a. With approval of adviser, 3 credits of non-MKTG courses may be used as part of the 9 elective credits.
 - b. A maximum of 3 credits of MKTG 344 or MKTG 444 can count toward these 9 elective credits.
10. Refer to Degree Audit Report for Liberal Education goal area options and requirements.
11. All 300-400 level business courses require upper division status. Exceptions may be made if student needs additional courses to create a full-time schedule and have met other GPA and prerequisite requirements.
12. All SCSU students must complete a minimum of 120 credits to graduate.
13. All SCSU students must have at least 40 credits of 300/400 level courses to graduate.
14. All SCSU students must complete a minimum of 40 credits of Liberal Education courses AND meet the requirements of all 10 goal areas, including RIGR and Diversity.
15. Apply for graduation one semester before you plan to graduate.

The degree map does not substitute for professional advising. Review your degree audit report and see your advisor each semester.