## Marketing and Sales Technology, A.A.B. to Marketing

Apply your first two years at Owens to your Bachelor's degree at Lourdes!





Course         Description         Course         Description           MKT 125         Personal Selling         BUS 202         Accounting II           BUS 102         College & Career Professional         ENG 102         Composition II           FNG 111/111P         Composition I         History           ST 313         Composition I Composition I         History           ST 313         Composition IV         Fundamental Concepts of Math II           MTH 133         Quantitative Reasoning         MTH 111         Fundamental Concepts of Math II           MTH 133         Quantitative Reasoning         MTH 111         Fundamental Concepts of Math II           MUS 201         Course         Description         Description           BUS 101         Contemporary Business         BUS 235         Business Communication           BUS 201         Microeconomics         BUS 320         International Business           KKT 101         Marketing         ENG 352         Professional Writing           Literature         Theology (THS 125, 218, 220, 221, 235, 265, 312, or 316)           POURS — 3RD SEMESTER         LOURDES — 7TM SEMESTER           Course         Description         Description           ACC 101         Introductory Financial Accounting         BUS 304	2 + 2 PATHWAY				
BUS 102 College & Career Professional ENG 102 Composition II History IST 131 Computer Concepts & Apps OWENS − 2ND SEMESTER  Course Description  Contremporary Business ECO 201 Microeconomics MKT 101 Marketing Spreadsheet Applications- Excel PHL 102 Priciples of Ethics  Course Description  Course Description  Course End SEMESTER  Course Description  Microeconomics BUS 320 International Business ENG 352 Professional Writing Literature Theology (THS 125, 218, 220, 221, 235, 265, 312, or 316)  Course Description  Market of Service Businesses MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)  WENS − 4 <sup>TH</sup> SEMESTER  Course Description  Course Description  Course Description  Course Description  Course Description  MKT 314 Marketing Research  LOURDES −8 <sup>TH</sup> SEMESTER  LOURDES −8 <sup>TH</sup> SEMESTER  LOURDES −8 <sup>TH</sup> SEMESTER  LOURDES −8 <sup>TH</sup> SEMESTER  Course Description  Course Description  MKT 314 Marketing Research  Course Description  Course Description  MKT 314 Marketing Research  Course Description  Course Description  MKT 314 Marketing Research  Course Description  Course Description  Course Description  Course Description  All Sales Semester  LOURDES −8 <sup>TH</sup> SEMESTER  Course Description  MKT 314 Marketing Research  Course Description  Course Description  All Sales Semester  Course Description  Marketing Planning & Management  MKT 242 Marketing on the Web Business (BUS) Course Elective  MKT 242 Marketing on the Web Business (BUS) Course Elective  MKT 242 Marketing on the Web Business (BUS) Course Elective  MKT 245 Marketing Elective  MKT 246 Marketing Elective	Course	***************************************	Course		
ENG 111/111P Composition I IST 131 Computer Concepts & Apps MTH 131 Computer Concepts & Apps OWENS — 2ND SEMESTER  Course Description  BUS 101 Contemporary Business ECO 201 Microeconomics MKT 101 Marketing IST 235 Spreadsheet Applications — Excel PHL 102 Priciples of Ethics  Course Description  Course Description  BUS 320 International Business ENG 352 Professional Writing Literature Theology (THS 125, 218, 220, 221, 235, 265, 312, or 316)  Course Description  Course Description  Course Description  Course Description  Course Description  ACC 101 Introductory Financial Accounting BUS 120 Principles of Management BUS 120 Principles of Management BUS 120 Principles of Management BUS 120 Market of Service Businesses MKT 230 Market of Service Businesses MKT 240 Market of Service Businesses  MKT 250 Description  Course Description  Course Description  MKT 314 Marketing Research  Course Description  Course Description  MKT 314 Marketing Research  Course Description  Course Description  MKT 314 Marketing Research  Course Description  MKT 316 Marketing Planning & Management  MKT 310 Marketing Planning & Management  MKT 310 Marketing Out the Web  Business (BUS) Course Elective  MKT 314 Marketing Elective  MKT 316 Marketing Out the Web  Business (BUS) Course Elective  MKT 316 MARKETION  MARKETION MARKETION MARKETION MARKETION MARKETION MARKETION MARKETION MARKETION MARKETION MARKETION MARKETION MARKETION MARK	MKT 125	Personal Selling	BUS 202	Accounting II	
ST 131   Computer Concepts & Apps   Quantitative Reasoning   Natural Science	BUS 102	College & Career Professional	ENG 102	Composition II	
MTH 133       Quantitative Reasoning       Natural Science         OWENS − 2 <sup>ND</sup> SEMESTER       LOURDES − 6 <sup>TH</sup> SEMESTER         Course       Description       Description         BUS 101       Contemporary Business       BUS 235       Business Communication         ECO 201       Microeconomics       BUS 320       International Business         MKT 101       Marketing       ENG 352       Professional Writing         IST 235       Spreadsheet Applications- Excel       Literature         PHL 102       Priciples of Ethics       Theology (IHS 125, 218, 220, 221, 235, 265, 312, or 316)         OWENS − 3 <sup>RD</sup> SEMESTER       LOURDES − 7 <sup>TH</sup> SEMESTER         Course       Description         ACC 101       Introductory Financial Accounting       BUS 304       Corporate Finance         BUS 120       Principles of Management       BUS 340       Business Internship         MKT 225       Sales Management       Theology 200 or higher         Social & Bahvioral Elective       MKT 314       Marketing Research         Course       Description         OWENS − 4 <sup>TH</sup> SEMESTER         Course Description         Course Description         Co	ENG 111/111P	Composition I		•	
Course         Description         Course         Description           BUS 101 ECO 201 MICroeconomics         Contemporary Business BUS 320 MKT 101 Marketing Spreadsheet Applications- Excel Priciples of Ethics         BUS 320 ENG 352 ENG 352 Professional Writing Literature Theology (THS 125, 218, 220, 221, 235, 265, 312, or 316)           OWENS − 3RD SEMESTER         LOURDES − 7TH SEMESTER           Course         Description           ACC 101 BUS 120 Principles of Management         BUS 304 BUS 340 Business Internship Art or Music Theology 200 or higher           MKT 230 MKT 230 MKT 225 Sales Management         MKT 314 Marketing Research           MKT 242 MED 200 MENS − 4TH SEMESTER         MKT 314 Marketing Planning & Management           BUS 200 MKT 242 Marketing Planning & Management         BUS 430 Business Ethics BUS 490 Business Policy Enduring Question Marketing Elective	IST 131	Computer Concepts & Apps	MTH 111		
Course Description  BUS 101 Contemporary Business ECO 201 Microeconomics  MKT 101 Marketing IST 235 Spreadsheet Applications- Excel PHL 102 Priciples of Ethics  OWENS — 3 <sup>RD</sup> SEMESTER  Course Description  ACC 101 Introductory Financial Accounting BUS 120 Principles of Management BUS 120 Market of Service Businesses MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)  OWENS — 4 <sup>TH</sup> SEMESTER  Course Description  Course Description  MKT 314 Marketing Research  Course Description  Course Description  MKT 314 Marketing Research  Course Description  OWENS — 4 <sup>TH</sup> SEMESTER  Course Description  BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management BUS 490 Business Ethics MKT 242 Marketing on the Web Business (BUS) Course Elective  MKT 242 Marketing Flective MKT 242 Marketing Course Elective  MKT 242 Marketing Course Elective  MKT 242 Marketing Course Elective  MKT 243 Marketing Elective MKT 244 Marketing Elective MKT 245 Marketing Elective	MTH 133	Quantitative Reasoning		Natural Science	
BUS 101 Contemporary Business ECO 201 Microeconomics BUS 320 International Business MKT 101 Marketing IST 235 Spreadsheet Applications- Excel PHL 102 Priciples of Ethics  OWENS — 3 <sup>RD</sup> SEMESTER  Course Description  ACC 101 Introductory Financial Accounting BUS 120 Principles of Management MKT 230 Market of Service Businesses MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)  OWENS — 4 <sup>TH</sup> SEMESTER  Course Description  Course Description  Course Description  Course Description  Course Description  Course Description  MKT 314 Marketing Research  Course Description  Course Description  BUS 200 Legal Environment of Business BUS 430 Business Ethics MKT 210 Marketing Planning & Management BUS 200 Legal Environment of Business BUS 430 Business Ethics MKT 210 Marketing Planning & Management BUS 200 Legal Environment of Business BUS 430 Business Ethics MKT 210 Marketing Planning & Management BUS 200 Legal Environment of Business BUS 490 Business Policy Enduring Question Marketing Elective	OWENS – 2 <sup>ND</sup> SEMESTER			LOURDES — 6 <sup>TH</sup> SEMESTER	
BUS 101 Contemporary Business ECO 201 Microeconomics BUS 320 International Business MKT 101 Marketing IST 235 Spreadsheet Applications- Excel PHL 102 Priciples of Ethics  OWENS — 3RD SEMESTER  Course Description Course Description  ACC 101 Introductory Financial Accounting BUS 120 Principles of Management MKT 230 Market of Service Businesses MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)  OWENS — 4TH SEMESTER  Course Description  Course Description  Course Description  Course Description  MKT 314 Marketing Research  Course Description  Course Description  MKT 314 Marketing Research  Course Description  MKT 314 Marketing Research  Course Description  MKT 314 Marketing Research  Course Description  BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management BUS 430 Business Ethics MKT 210 Marketing Planning & Management BUS 430 Business Ethics MKT 210 Marketing Planning & Management MKT 242 Marketing on the Web Business (BUS) Course Elective  MKT 242 Marketing on the Web Business (BUS) Course Elective  MART 242 Marketing on the Web Business (BUS) Course Elective  MART 243 Marketing Elective	Course	Description	Course	Description	
ECO 201 Microeconomics  MKT 101 Marketing IST 235 Spreadsheet Applications- Excel PHL 102 Priciples of Ethics  OWENS — 3 <sup>RD</sup> SEMESTER  Course Description  ACC 101 Introductory Financial Accounting BUS 340 Business Internship MKT 230 Market of Service Businesses  MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)  OWENS — 4 <sup>TH</sup> SEMESTER  Course Description  Course Description  Course Description  BUS 304 Corporate Finance BUS 340 Business Internship Art or Music Theology 200 or higher  MKT 314 Marketing Research  Course Description  Course Description  BUS 200 Legal Environment of Business  MKT 210 Marketing Planning & Management BUS 490 Business Policy MKT 242 Marketing on the Web Business (BUS) Course Elective MKT 242 Marketing on the Web Business (BUS) Course Elective MArketing Elective Marketing Elective	BUS 101	<u> </u>			
MKT 101 Marketing IST 235 Spreadsheet Applications- Excel PHL 102 Priciples of Ethics  OWENS — 3 <sup>RD</sup> SEMESTER  Course Description  ACC 101 Introductory Financial Accounting BUS 120 Principles of Management MKT 230 Market of Service Businesses MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)  OWENS — 4 <sup>TH</sup> SEMESTER  Course Description  MKT 314 Marketing Research  Course Description  MKT 314 Marketing Research  Course Description  OWENS — 4 <sup>TH</sup> SEMESTER  Course Description  BUS 340 Business Internship Art or Music Theology 200 or higher MKT 314 Marketing Research  Course Description  BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management BUS 200 Legal Environment of Business MKT 242 Marketing on the Web Business (BUS) Course Elective  BUS 490 Business Policy Enduring Question Marketing Elective		• •	BUS 320	International Business	
Spreadsheet Applications- Excel PHL 102 Priciples of Ethics  OWENS — 3 <sup>RD</sup> SEMESTER  Course Description  ACC 101 Introductory Financial Accounting BUS 120 Principles of Management MKT 230 Market of Service Businesses MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)  OWENS — 4 <sup>TH</sup> SEMESTER  Course Description  Course Description  MKT 314 Marketing Research  Course Description  Course Description  MKT 314 Marketing Research  Course Description  Course Description  Course Description  BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management BUS 490 Business (BUS) Course Elective MKT 242 Marketing on the Web Business (BUS) Course Elective MARKET 210 Marketing Elective MARKET 210 Marketing Elective MARKET 210 Marketing Elective  Literature Theology (THS 125, 218, 220, 221, 235, 265, 312, or 316)  Course Description  LOURDES — 7 <sup>TH</sup> SEMESTER  Course Description  LOURDES—8 TH SEMESTER  Course Description  BUS 430 Business Ethics MKT 210 Marketing Planning & Management MRT 242 Marketing on the Web Business (BUS) Course Elective Marketing Elective		Marketing	ENG 352	Professional Writing	
PHL 102 Priciples of Ethics  Theology (THS 125, 218, 220, 221, 235, 265, 312, or 316)  OWENS — 3 <sup>RD</sup> SEMESTER  Course Description  ACC 101 Introductory Financial Accounting BUS 120 Principles of Management BUS 340 Market of Service Businesses MKT 230 Market of Service Businesses MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)  OWENS — 4 <sup>TH</sup> SEMESTER  Course Description  Course Description  Course Description  Course Description  Course Description  BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management BUS 490 Business Policy Enduring Question MKT 242 Marketing Elective Marketing Elective		-			
CourseDescriptionCourseDescriptionACC 101Introductory Financial AccountingBUS 304Corporate FinanceBUS 120Principles of ManagementBUS 340Business InternshipMKT 230Market of Service BusinessesArt or MusicMKT 225Sales ManagementTheology 200 or higherSocial & Bahvioral Elective (ECO 202 Macroeconomics)MKT 314Marketing ResearchCourse DescriptionBUS 200Legal Environment of BusinessBUS 430Business EthicsMKT 210Marketing Planning & ManagementBUS 490Business PolicyMKT 242Marketing on the Web Business (BUS) Course ElectiveEnduring Question Marketing Elective	PHL 102			Theology (THS 125, 218, 220, 221, 235, 265, 312, or 316)	
ACC 101 Introductory Financial Accounting BUS 120 Principles of Management BUS 120 Principles of Management BUS 340 Business Internship Art or Music Theology 200 or higher Social & Bahvioral Elective (ECO 202 Macroeconomics)  OWENS — 4 <sup>TH</sup> SEMESTER  Course Description BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management BUS 490 Business Ethics MKT 242 Marketing on the Web Business (BUS) Course Elective  BUS 304 Corporate Finance BUS 304 Business Internship Art or Music Theology 200 or higher MKT 314 Marketing Research  MKT 314  Marketing Research  Course Description  BUS 490 Business Ethics BUS 490 Business Policy Enduring Question Marketing Elective	OWENS – 3 <sup>RD</sup> SEMESTER			LOURDES – 7 <sup>TH</sup> SEMESTER	
BUS 120 Principles of Management MKT 230 Market of Service Businesses MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)  OWENS — 4 <sup>TH</sup> SEMESTER  Course Description BUS 340 Business Internship Art or Music Theology 200 or higher MKT 314 Marketing Research  Course Description  Course Description BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management MKT 242 Marketing on the Web Business (BUS) Course Elective  BUS 490 Business Policy Enduring Question Marketing Elective	Course	Description	Course	Description	
MKT 230 Market of Service Businesses  MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)   OWENS — 4 <sup>TH</sup> SEMESTER  Course Description  BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management MKT 242 Marketing on the Web Business (BUS) Course Elective  Art or Music Theology 200 or higher MKT 314  Marketing Research  Course Description  Course Description  BUS 430 Business Ethics BUS 490 Business Policy Enduring Question Marketing Elective	ACC 101	Introductory Financial Accounting	BUS 304	Corporate Finance	
MKT 225 Sales Management Social & Bahvioral Elective (ECO 202 Macroeconomics)   OWENS — 4 <sup>TH</sup> SEMESTER  Course Description  BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management BUS 430 MKT 210 Marketing Planning & Management BUS 490 MKT 242 Marketing on the Web Business (BUS) Course Elective  MKT 242 Marketing Elective  Theology 200 or higher MKT 314 Marketing Research  Course Description  BUS 430 Business Ethics BUS 490 Business Policy Enduring Question Marketing Elective	BUS 120	Principles of Management	BUS 340	Business Internship	
Social & Bahvioral Elective (ECO 202 Macroeconomics)  OWENS — 4 <sup>TH</sup> SEMESTER  Course  Description  BUS 200  Legal Environment of Business MKT 210  Marketing Planning & Management MKT 242  Marketing on the Web Business (BUS) Course Elective  MKT 314  Marketing Research  Course  Description  BUS 430  Business Ethics BUS 490  Business Policy Enduring Question Marketing Elective	MKT 230	Market of Service Businesses		Art or Music	
(ECO 202 Macroeconomics)  OWENS — 4 <sup>TH</sup> SEMESTER  LOURDES —8 <sup>TH</sup> SEMESTER  Course  Description  BUS 200 Legal Environment of Business MKT 210 Marketing Planning & Management MKT 242 Marketing on the Web Business (BUS) Course Elective  LOURDES —8 <sup>TH</sup> SEMESTER  Business Ethics Business Ethics Business Policy Enduring Question Marketing Elective	MKT 225	Sales Management		Theology 200 or higher	
OWENS – 4TH SEMESTERCourseDescriptionCourseDescriptionBUS 200Legal Environment of BusinessBUS 430Business EthicsMKT 210Marketing Planning & ManagementBUS 490Business PolicyMKT 242Marketing on the Web Business (BUS) Course ElectiveEnduring Question Marketing Elective		Social & Bahvioral Elective	MKT 314	Marketing Research	
CourseDescriptionCourseDescriptionBUS 200Legal Environment of BusinessBUS 430Business EthicsMKT 210Marketing Planning & ManagementBUS 490Business PolicyMKT 242Marketing on the Web Business (BUS) Course ElectiveEnduring Question Marketing Elective		(ECO 202 Macroeconomics)			
BUS 200 Legal Environment of Business BUS 430 Business Ethics MKT 210 Marketing Planning & Management BUS 490 Business Policy MKT 242 Marketing on the Web Enduring Question Business (BUS) Course Elective Marketing Elective	OWENS – 4 <sup>TH</sup> SEMESTER			LOURDES –8 <sup>TH</sup> SEMESTER	
MKT 210 Marketing Planning & Management BUS 490 Business Policy MKT 242 Marketing on the Web Enduring Question Business (BUS) Course Elective Marketing Elective	Course	Description	Course	Description	
MKT 242 Marketing on the Web Enduring Question Business (BUS) Course Elective Marketing Elective	BUS 200	Legal Environment of Business	BUS 430	Business Ethics	
Business (BUS) Course Elective Marketing Elective	MKT 210	Marketing Planning & Management	BUS 490	Business Policy	
· ·	MKT 242	Marketing on the Web		Enduring Question	
Elective (MTH 213 Introductory Statistics) Elective		Business (BUS) Course Elective		Marketing Elective	
		Elective (MTH 213 Introductory Statistics)		Elective	

This 2 + 2 Pathway is based on the 2022-2023 Lourdes University Catalog. Students entering Lourdes University under a different catalog may be subject to changes in program requirements.