



Bachelor of Science in Marketing

University Core Requirements	37 Credit Hours
Business Core Requirements	51 Credit Hours
Major Requirements	21 Credit Hours
Allied Requirement	3 Credit Hours
Electives	8 Credit hours
Total	120 Credit Hours

University Core Requirements (Total Credits: 37)				
Course	Course Name	Credits	Pre-requisites	Term
LUC 101	College Connections	3	N/A	Fall/Spring
BUS 206*	Personal Finance	1		Fall/Spring
ENG 101	Composition I	3	ENG 098 or placement test	Fall/Spring
ENG 352*	Professional Writing	3	ENG 101	Fall/Spring
MTH 212*	Statistics	3	MTH 098 or placement test	Fall/Spring
Ethics	BUS 430*	-	-	Fall/Spring
History	Any as listed	3	-	Fall/Spring
Literature	Any as listed	3	-	Fall/Spring
Philosophy	Any as listed	3	-	Fall/Spring
Theology	Any as listed (1st and 2nd)	6	-	Fall/Spring
Fine Arts	Any as listed	3	-	Fall/Spring
Natural Science	Any as listed	3	-	Fall/Spring
Social Science	BUS 254* or BUS 255*	-	BUS 101 C or Higher	Fall/Spring
Enduring Questions	Any ENQ	3	-	Fall/Spring
Capstone in Major*	Business Policy	-	-	Fall/Spring

*Fulfills Core and Major requirement.

**Students must accumulate 20 Service Learning hours.

Business Core Requirements (Total Credits: 51)				
Course	Course Name	Credits	Pre-requisites	Term
BUS 101	Business Principles	3	-	Fall/Spring
CMP 111	Communication and Applications	3	-	Fall/Spring
CMP 211	Spreadsheet and Data Applications	3	CMP 111	Fall/Spring
BUS 201	Accounting I	3	BUS 101 C or higher	Fall/Spring
BUS 202	Accounting II	3	BUS 201	Fall/Spring
BUS 203	Management Concepts	3	BUS 101 C or higher	Fall/Spring
BUS 204	Marketing Concepts	3	BUS101 C or higher	Fall/Spring
BUS 235	Business Communications	3	ENG 101	Fall/Spring
BUS 254	Macroeconomics	3	BUS 101 C or higher	Fall/Spring
BUS 255	Microeconomics	3	BUS 101 C or higher and MTH 111/122 C or higher OR ACT 26+	Fall/Spring
BUS 304	Corporate Finance	3	BUS 202 and MTH 212 C or higher	Fall/Spring
BUS 320	International Business	3	BUS 101 C or higher	Fall/Spring
BUS 327	Business Etiquette	3	BUS 235 C or higher	Spring
BUS 330	Legal Environment of Business	3	BUS 101 C or higher	Fall/Spring
BUS 340	Business Internship	3	BUS 101 and Approval	Fall/Spring
BUS 430	Business Ethics	3	-	Fall/Spring
BUS 490	Capstone: Business Policy	3	Completion of business core-last semester	Fall/Spring

Allied Requirement (Total Credits: 3)				
MTH 111 or MTH 122	MTH 111 Fundamental Concepts of Math II or MTH 122 College Algebra	3	ACT score of 26 or higher or SAT score of 620 or higher	Fall/Spring

Marketing Major Requirements (Total Credits: 21)				
Course	Course Name	Credits	Pre-Requisites	Term
MKT 150	Professional Selling	3	BUS 204 Recommended	Spring
MKT 314	Marketing Research	3	BUS 204 and MTH 212 with C or higher	Spring
MKT 315	Consumer Behavior	3	PSY 110, BUS 204 recommended	Spring
MKT 335	Marketing Management	3	BUS 203 and BUS 204 with C or higher	Fall/Spring
	Marketing Elective	3		
	Marketing Elective	3		
	Marketing Elective	3		

General Electives (Total Credits: 8)

8 credit hours in any courses to complete 120 credit hours.

Minor Options for Marketing Majors				
Minor in Sports Management				
Course	Course Name	Credits	Pre-Requisites	Term
SPT 200	Intro to Sports Management	3	BUS 101 C or higher	Spring
SPT 300	Legal and Ethical Issues in Sports	3	SPT 200 C or higher	Spring
SPT 301	Leadership in Sports	3	SPT 200 C or higher	Fall

To successfully complete any business minor, students must:

- Earn a minimum grade of C (2.0) in all business minor courses.
- Fulfill the selected minor course requirements listed below.
- Possess a minimum 2.5 G.P.A. for all business (ACC, BUS, CMP, HRM, MKT, SPT) courses within the business minor.
- Transfer students must complete a minimum of 9 semester hours in residency at Lourdes University.

The terms that courses are offered are subject to change. Always consult with your Academic Advisor.