

MARKETING
SCHOOL OF BUSINESS AND TECHNOLOGY
Beginning Fall 2017

YEAR	FALL SEMESTER	SPRING SEMESTER	VERITAS REQUIREMENTS
FRESHMAN	DGN 1101 The Responsible Self 4 cr. ENG 1110 First Year Composition 4cr. MGT 2120 Principles of Management 4 cr. Veritas Course	DGN 1102 And Dignity for All 4 cr. CTA 1101 Interpersonal Communication 2cr. MKT 2320 Principles of Marketing 4 cr. Veritas Course	<p>Foundations 18 credits (plus language requirement) Foundations courses need not all be completed in a student's first year.</p> <ol style="list-style-type: none"> 1) DGN 1101 or HON 1111 (4 cr.) 2) DGN 1102 or HON 1112 (4 cr.) 3) CTA 1101 Interpersonal Communication (2 cr.) 4) ENG 1110 First Year Composition (4 cr.) 5) World Language+ 6) Math (4 cr.) <p>+The language requirement can be met by having completed three years of one language in high school, completing the 1112 in a language sequence, demonstrating equivalent proficiency at the same course levels through a placement exam, or being bilingual.</p>
SOPHOMORE	ACC 2210 Principles of Financial Accounting 4 cr. ECN 2230 Principles of Microeconomics 4 cr. MKT 3320 Internet Marketing 4 cr. Veritas Course	ACC 2220 Principles of Managerial Accounting 4 cr. *Upper Division Elective or Veritas Course MGT 3354 Management Ethics 4 cr. Veritas Course	<p>Conceptions & Integrations 32 credits Students must complete 4 credits in each of the 7 disciplinary pathways plus 4 more credits in any pathway(s). 16 credits must be from Conceptions courses; 8 credits must be from Integrations courses.</p> <ol style="list-style-type: none"> 1) Social Sciences (Possibly Met By Microeconomics – Conceptions Level, Pending Committee Approval) 2) History 3) Literature 4) Fine Arts 5) Religious Studies (Must Be Conceptions Level) 6) Philosophy (Met by Management Ethics – Integrations Level) 7) Science 8) Open (Met By Management Communication: Written – Integrations Level)
JUNIOR	MKT 3380 Logistics and Distribution Channel 4 cr. MGT 3240 Human Resources Management 4 cr. Veritas Course	MGT 3130 Quantitative Methods for MGT Decision-making 4 cr. MKT 3340 Market Promotion 4 cr. MKT 3350 Designing Successful Products 4 cr. Veritas Course	<p>To graduate from The College of St. Scholastica, students must complete a total of 128 credits of which 42 need to be upper division credits and the last 32 credits must be earned through St. Scholastica. Upper division credits are those numbered 3000 or greater and cannot include graduate level credits.</p>
SENIOR	CIS 3205 Information Systems 4 cr. MKT 4360 Strategic Marketing 4 cr. *MGT or MKT Upper Division Elective 4 cr. Veritas Course	MKT 3370 Services Marketing 4 cr. *MGT or MKT Upper Division Elective 4 cr. Veritas Courses	<p>*Students must take eight upper division credits from the disciplines of Marketing or Management. One of the following courses could be counted toward the eight credit upper-division requirement: ART 3241 Graphic Arts, or CTA 3341 Media Production.</p>