

BUSINESS MANAGEMENT: MARKETING CONCENTRATION
STENDER SCHOOL OF LEADERSHIP,
BUSINESS and PROFESSIONAL STUDIES
Beginning Fall 2025

YEAR	FALL SEMESTER	SPRING SEMESTER	VERITAS REQUIREMENTS
FRESHMAN	DGN 1101 The Responsible Self 4 cr. ENG 1110 First Year Composition 4 cr. MGT 2120 Principles of Management 4 cr. Veritas Course	DGN 1102 And Dignity for All 4 cr. CME 1101 Interpersonal Communication 2 cr. MKT 2320 Principles of Marketing 4 cr. Veritas Course	Foundations 18 credits (plus language requirement) Foundations courses need not all be completed in a student's first year. 1) DGN 1101 or HON 1111 (4 cr.) 2) DGN 1102 or HON 1112 (4 cr.) 3) CME 1101 Interpersonal Communication (2 cr.) 4) ENG 1110 First Year Composition (4 cr.) 5) World Language+ 6) Math (4 cr.) +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. Conceptions & Integrations 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. 1) Social Sciences (Met by ECN 2230 – Conceptions Level) 2) History 3) Literature 4) Fine Arts 5) Religious Studies 6) Philosophy (Met by MGT 3354 – Integrations Level) 7) Science 8) Elective (Met by MGT 3150 – Integrations Level) To graduate from The College of St. Scholastica, students must complete a total of 120 credits of which 40 need to be upper division credits and the last 30 credits must be earned through St. Scholastica. Upper division credits are those numbered 3000 or greater and cannot include graduate level credits.
SOPHOMORE	ACC 2210 Principles of Financial Accounting 4 cr. MGT 3550 Organizational Behavior 4 cr. MKT 3320 Digital Marketing	ECN 2230 Principles of Microeconomics 4 cr. FIN 3420 Financial Management 4 cr. Veritas Courses	
JUNIOR	CIS 3205 Information Systems 4 cr. MGT 3130 Business Research and Decision Making 4 cr. MKT 3777 Social Media for Business Recommended: SBT 2000 Career Exploration and Planning 2 cr.	MGT 3240 Human Resource Management 4 cr. MGT 3354 Management Ethics 4 cr. Veritas Course	
SENIOR	MGT 3150 Management Communication: Written 4 cr. MKT 4360 Strategic Marketing Management 4 cr.	MKT 3340 Marketing Campaigns and Planning 4 cr. or MGT/MKT 4140 Entrepreneurship 4 cr. Veritas Course	