

MARKETING / BACHELOR OF SCIENCE

Requirements

Total Credit Hours: 120

Major Credit Hours: 64

Degree Requirements

Code	Title	Hours
Core Courses		
ECON 20000	Basic Macroeconomics	3
ECON 20100	Basic Microeconomics	3
ACCT 12000	Principles of Accounting 1	3
ACCT 12100	Principles of Accounting 2	3
BSAN 34900	Business Statistics	3
BSAN 35000	Decision Science	3
MKTG 20000	Principles of Marketing	3
BSAD 20000	Principles of Management	3
BSAD 25000	Business Law 1	3
BSAD 30000	Business Communication in the Digital Age	3
College of Business Seminar (https://catalog.lewisu.edu/undergraduate/business/seminars/)		1
FINA 20000	Principles of Finance	3
BSAN 20000	Accounting and Business Information Systems	3
BGEN 39600	Accreditation Assessment Exam	0
MATH 17000	Finite Mathematics	3
	or MATH 20200 Business Calculus	
Traditional Marketing Track		
MKTG 30000	Consumer Behavior	3
MKTG 30500	Introduction to Digital Marketing	3
MKTG 31500	Advertising	3
MKTG 37400	Salesmanship	3
MKTG 46500	Marketing Research	3
MKTG 47000	Marketing Strategy	3
Select two of the following:		6
MKTG 37600	Digital Marketing Strategy	
MKTG 38900	Design Thinking	
MKTG 40200	Public Relations	
MKTG 46800	International Marketing	
MKTG 48000	Advanced Sales	
Total Hours		64