



This guide is for planning purposes in consultation with your advisor. For official program requirements, please refer to the academic catalog and your degree audit. To complete the program in 4 years, students will need to enroll in an average of 15 credits (5 classes) per semester.

Degree requirements are made up of core requirements (C), major requirements (M), and elective courses (E).

First Year					
Semester 1					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
MATH 112	Modern Applications of Math	(PRE: MATH 104) C minimum	3	M/C	
MGT 320	Leadership		3	M	
JU 111 (or JU 169 Honors)	First-Year Seminar		3	E	
Core			3	C	
Core			3	C	

First Year					
Semester 2					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
ECON 201	Principles of Macroeconomics	C minimum	3	M / C	
PHIL 212	Ethics		3	M / C	
Core			3	C	
Core			3	C	
Core			3	C	

Second Year					
Semester 3					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
MGT 321	Legal, Ethical Environment of Business	(PRE: ENGL 103) C minimum	3	M	
DSIM 203RI	Applied Business/Economic Analysis	C minimum	3	M/C	
MKG 301	Principles of Marketing		3	M	
ECON 202	Principles of Microeconomics	C minimum	3	M	
Core/Elective			3	C/E	



Second Year					
Semester 4					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
ACCT 201	Principles of Accounting I	C minimum	3	M	
DSIM 201	Business Statistics	C minimum	3	M	
INB 303	Competing in a Global Environment	Satisfies DEI requirement	3	M	
Core/Elective			3	C/E	
Core / Elective			3	C / E	

Third Year					
Semester 5					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
ACCT 202	Principles of Accounting II	(PRE: ACCT 201, MATH 112 or 140) C minimum.	3	M	
MGT 310	Org Behavior/Leadership Skills	Satisfies DEI requirement	3	M	
MKG 336	Buyer Behavior	PRE: MKG 301	3	M	
DSIM 305	Quantitative Business Methods	(PRE: DSIM 201 or consent of instructor)	3	M	
Core/Elective			3	C/E	

Third Year					
Semester 6					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
DSIM 370	Management Information Technology	(PRE: DSIM 203RI)	3	M	
FIN 301	Corporate Finance	(PRE: ACCT 201 and ECON 201)		M	
MGT 308WS	Business Communication	(PRE: ENGL 103) C minimum.	3	M	
MKG XXX	MKG course for no concentration or for concentration – from list below	See list below	3	M	
Core / Elective			3	C / E	



Fourth Year					
Semester 7					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
DSIM 350	Project / Operations Management	(PRE: MATH 112 or 140)	3	M	
MKG XXX	MKG course for no concentration or for concentration – from list below	See list below	3	M	
MKG 331	Advertising and Social Media Marketing	MKG 301	3	M	
Core / Elective			3	C / E	
Core / Elective			3	C / E	

Fourth Year					
Semester 8					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
MKG 438	Marketing Strategy	(PRE: MKG 301 & senior status)	3	M	
MGT 432	Business Strategy/Venture Development	(PRE: FIN 301 or SPO 301 & senior status)	3	M	
MKG XXX	MKG course for no concentration or for concentration – from list below	See list below	3	M	
Core / Elective			3	C / E	
Core / Elective			3	C / E	

Concentrations and No Concentration for Marketing			
No Concentration (9 credits)	Digital and Social Media Marketing (9 credits)	International marketing (9 credit hours)	
Pick one MKG course selected from remaining MKG courses numbered 300 or above	DISM 307 Intro to Business Analytics (PRE: DSIM 203RI, 201) fall semester	INB 420 Global Business (PRE: INB 303) spring semester	
Pick one MKG course selected from remaining MKG courses numbered 300 or above	COMM 217 Mobile and Social Media Video	MKG/INB 341 International Marketing (PRE: MKG 301) fall semester	
Pick one elective from MKG courses 300 level or above OR COMM 205, 217, 325, 395, or 490	COMM 325 Social Media: Management and Strategy (includes professional certifications)	Select one: COMM 401, BUS/MKG/COMM 390 or 490, or IS course with dept chair approval	



Degree: BBA

Major: Marketing

Catalog Year: 2024-2025

Co-Curricular Requirement – Career Enhancement Opportunities (CEO Program)

In addition to completing the required coursework associated with the Marketing degree offered within the Davis College of Business and Technology, students must participate in twelve Career Enhancement Opportunities (CEOs). Six of the CEOs must fall into the following categories:

- Career exploration,
- Resume,
- Technology,
- Internship/mentorship or other practicum experience,
- Mock interview,
- Job search.

The remaining six categories can fall under any of the above categories, or other designated CEO qualifying events.

The CEO Program is required for graduation for all Davis College of Business and Technology undergraduate majors.

Core Courses (37 credits)		
Area	Course(s)	Planned
Economics	ECON 201 (satisfied by major)	x
English	ENGL 103 (depending on placement, student may need ENGL 101 first). 'C-' or better required. NOTE: All students enrolled in ENGL 103 must pass an Exit Exam at the end of the term. Students not passing this exit exam are required to enroll in ENGL 214WI prior to reaching 60 hours. It is not necessary to pass this exam in order to pass ENGL 103. ENGL 214WI counts as an elective course.	3
English (Lit)	ENGL 189, 202, 203, 204, or 206	3
Fine Arts	Three hours in ART, ARH, DANC, MART, MUS, or THEA	3
Global Studies	One 102-level (or above) foreign language course or equivalent, or any International Studies (IS) course at the 300-level	3
History	One three-credit HIST course at the 100- or 200-level	3
Humanities	One three-credit HUM course at 300 level or above	3
Lab Science	100 or 200-level lab science, at least 4 credits, in BIOL, CHEM, ENV, MSC, or PHYS	4
Mathematics	MATH 112 or 140 (satisfied by major)	X
Philosophy	PHIL 212 (satisfied by major)	X
Social Science	GEOG 189 or 200; POL 189, 205 or 208; PSYC 189 or 201; SOC 189 or 203	3
Technology	DSIM 203RI (satisfied by major; also satisfies the Experiential Learning requirement)	X

General Requirements for All bachelor's degrees •A minimum of 120 credit hours earned with a minimum of 30 credit hours completed at JU. •A minimum of a "C" (2.0) average for all work taken at JU. •A student must satisfy all requirements of the University Core Curriculum in addition to all major and degree requirements. •A student is responsible for meeting the specific graduation requirements of the selected major and degree. A student who pursues more than one major must meet all degree requirements for each major. •A student must have at least a "C" (2.0) average in the major. •At least 12 credit hours in the major in courses numbered 300 or above must be completed at JU.



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•A minimum of forty-two credit hours must be in courses numbered 300 or above. •At least one each of an upper level Writing-Intensive and Speech-Intensive course (designated with a “WI” or “SI” in the course number; may be satisfied by courses already required for major). •At least 3 credit hours in Experiential Learning (defined as Undergraduate Research, Research Intensive with “RI” designation, Internship, Study Abroad, or Service Learning; may be satisfied by courses already required for major) * At least one Diversity, Equity, Inclusion (DEI) course (may be satisfied by courses already required for major). NOTE: This four-year plan is meant to be a guide. For full degree requirements, please consult the academic catalog.