

B.B.A. in Marketing

| Code | Title | Semester Hours |
|---|--|----------------|
| St. Mary's University Core ¹ | | |
| SMC 1301 | Foundations of Civilization | 3 |
| SMC 1311 | Foundations of Reflection:Self | 3 |
| SMC 1312 | Foundations of Reflection: Nature | 3 |
| SMC 1313 | Foundations of Reflection: Others | 3 |
| SMC 1314 | Foundations of Reflection: God | 3 |
| SMC 2301 | Foundations of Practice: Ethics | 3 |
| SMC 2302 | Foundations of Practice: Civic Engagement and Social Action | 3 |
| SMC 2303 | Foundations of Practice:Fine Arts and Creative Process | 3 |
| SMC 2304 | Foundations of Practice: Literature | 3 |
| SMC 4301 | Capstone Seminar: Prospects for Community & Civilization | 3 |
| Greehey School of Business School Specific Core | | |
| Social Studies | | 6 |
| EC 2301 | Introductory Macroeconomic Theory | |
| EC 2303 | Introductory Microeconomic Theory | |
| Rhetoric & Composition | | 3 |
| EN 1311 | Rhetoric and Composition ² | |
| Literature | | 3 |
| Select any EN 23XX literature course | | |
| Mathematics | | 3 |
| MT 1305 | Finite Mathematics | |
| Theology | | 3 |
| Select one of the following: | | |
| Advanced Theology TH 33XX/43XX | | |
| HU 3300 | Perspectives and Themes in History, Philosophy and/or Theology | |
| Speech | | 3 |
| Foreign Languages | | 6 |
| MN 2320 | Business Communications | |
| Select one of the following options: | | |
| 6 hours of Second Year level (2311, 2312) in a language in which the student has prior knowledge or training | | |
| 6 hours of introductory level (1311, 1312) in which he/she has no prior training or knowledge | | |
| 12 hours of CLEP/AP credit | | |
| 3 hours of a foreign language not previously studied and 3 hours of an additional foreign language experience (summer language course in connection with an approved study abroad program or any required business school course with a language component) | | |
| Greehey School of Business School Common Body of Business Knowledge | | |
| AC 2310 | Introduction to Accounting I | 3 |
| AC 2320 | Introduction to Accounting II | 3 |
| BA 1310 | Fundamentals of Business Enterprise | 3 |
| BA 3351 | The Legal Environment of Business | 3 |
| BA 4334 | Business Ethics & Corporate Social Responsibility | 3 |
| BA 4380 | Business Policy & Strategy | 3 |
| FN 3310 | Corporate Finance | 3 |
| IB 3321 | US Business in an Interdependent World | 3 |
| MK 3310 | Principles of Marketing | 3 |
| MT 2306 | Business Statistics | 3 |
| MN 3330 | Organizational Behavior | 3 |

| | | |
|---------|--------------------------|---|
| QM 3330 | Management Infor Systems | 3 |
| QM 3321 | Business Analytics | 3 |
| QM 4330 | Operations Management | 3 |

Marketing Major Courses

| | | |
|---------|--------------------------------------|---|
| MK 3330 | Consumer Behavior | 3 |
| MK 3340 | Communication Strategy and New Media | 3 |
| MK 3380 | Interactive Services Marketing | 3 |
| MK 4370 | Marketing Analytics | 3 |
| MK 4390 | Marketing Strategy | 3 |

Marketing Tracks

Select one of the following outlined tracks: 12

Traditional Marketing

Digital Marketing

Proficiency in Information Technology and Information Literacy

Business majors will fulfill the Information Technology Proficiency Requirement through the completion of courses within the Common Body of Business Knowledge.

Total Semester Hours 126

¹ All St. Mary's Core SMC 13XX "Reflection" courses must be completed before Registering for SMC 23XX "Practice" courses. "Reflection" courses can be taken in any order followed by "Practice" courses in any order.

² Grade of "C" or better is required. International students may be required to take EN1313 to fulfill this requirement.

All prerequisites must be completed with a "C" or better (MT 1305, MT 2306, AC 2310, AC 2320, EC 2301, EC 2303).

All Business courses must be completed with a "C" or higher.

Traditional Marketing Track

| Code | Title | Semester Hours |
|------------------------------------|----------------------------|----------------|
| Traditional Marketing Track | | |
| Select four from the following: | | 12 |
| IB 4352 | Internat'l Marketing | |
| MK 3350 | Retailing | |
| MK 3370 | Selling & Sales Management | |
| MK 3390 | Branding | |
| MK 4310 | Advertising Management | |
| MK 4375 | Internship in Marketing | |
| MK 4380 | Sports Marketing | |

Total Semester Hours 12

Digital Marketing Track

| Code | Title | Semester Hours |
|---------------------------------|---|----------------|
| Digital Marketing Track | | |
| Select four from the following: | | 12 |
| MK/QM 3342 | Database Management | |
| MK 3360 | Social Media Marketing/ Digital Marketing | |
| MK 3375 | Networking and Web Analytics | |
| MK/QM 4340 | Business Intelligence | |
| MK 4350 | Content Marketing | |
| MK 4371/QM 4370 | E-Business | |
| MK 4375 | Internship in Marketing | |

Total Semester Hours 12

This is a recommended degree plan subject to changes. Please meet with your adviser on a regular basis.

First Year

| Fall | Semester Spring Hours | Semester Hours |
|----------|--------------------------|-------------------|
| SMC 13XX | 3 SMC 13XX | 3 |
| SMC 13XX | 3 SMC 13XX | 3 |
| EN 1311 | 3 EC 2301 | 3 |
| MT 1305 | 3 AC 2310 | 3 |
| BA 1310 | 3 MT 2306 | 3 |
| ND 0101 | 0 | |
| | 15 | 15 |

Second Year

| Fall | Semester Spring Hours | Semester Hours |
|------------------|--------------------------|-------------------|
| SMC 13XX | 3 SMC 23XX | 3 |
| Literature | 3 SMC 23XX | 3 |
| EC 2303 | 3 SMC 23XX | 3 |
| Foreign Language | 3 Foreign Language | 3 |
| MN 2320 | 3 IB 3321 | 3 |
| AC 2320 | 3 MK 3310 | 3 |
| | 18 | 18 |

Third Year

| Fall | Semester Spring Hours | Semester Hours |
|----------|--------------------------|-------------------|
| SMC 23XX | 3 Advanced Theology | 3 |
| BA 4334 | 3 BA 3351 | 3 |
| FN 3310 | 3 QM 3330 | 3 |
| MN 3330 | 3 MK 3330 | 3 |
| QM 3321 | 3 Marketing Elective | 3 |
| | 15 | 15 |

Fourth Year

| Fall | Semester Spring Hours | Semester Hours |
|--------------------|--------------------------|-------------------|
| SMC 4301 | 3 BA 4380 | 3 |
| QM 4330 | 3 MK 3340 | 3 |
| MK 3380 | 3 MK 4390 | 3 |
| MK 4370 | 3 Marketing Elective | 3 |
| Marketing Elective | 3 Marketing Elective | 3 |
| | 15 | 15 |

Total Semester Hours 126