

# B.B.A. in Marketing

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## St. Mary's University Core <sup>1</sup>

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 <sup>2</sup>	
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 Independent 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	Promotion	3
MK 3380	Services Marketing	3
MK 4370	Marketing Research	3
MK 4390	Seminar in Marketing	3
Select two Business Electives from the following: <sup>3</sup>		6
MN/EI 4320	Management Consulting	
IB 4352	Internat'l Marketing	
FN 3330	Financial Institutions	
QM 4370	E-Business	

Select two Marketing Electives 6

**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

- <sup>1</sup> 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.
- <sup>2</sup> Grade of "C" or better is required. International students may be required to take EN1313 to fulfill this requirement.
- <sup>3</sup> One Business Elective must be 4000 level.

**All prerequisites must be completed with a "C" or better (MT 1305, MT 1306, AC 2310, AC 2320, EC 2301, EC 2303).**

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

*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	
	<b>15</b>	<b>15</b>

**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
	<b>18</b>	<b>18</b>

**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 Business Elective	3
	<b>15</b>	<b>15</b>

**Fourth Year**

<b>Fall</b>	<b>Semester Spring Hours</b>	<b>Semester Hours</b>
SMC 4301	3 BA 4380	3
QM 4330	3 MK 3340	3
MK 3380	3 MK 4390	3
MK 4370	3 Business Elective	3
Marketing Elective	3 Marketing Elective	3
	<b>15</b>	<b>15</b>

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Total Semester Hours 126