



MARYVILLE
UNIVERSITY

MARKETING

Minimum of **120** credit hours required for a Bachelor of Science degree.
Last **30** credit hours must be from Maryville University

NAME: _____ REVIEWER: _____ DATE: _____

I. MCORE (36 Hours)	Credits	SEM/YR	Grade	Notes
A. Social Discovery (6)				
CORE 101: Discovering Community	3			
Student Choice	3			
CORE 401: Senior Capstone				In Major: MKT 491
B. Civic Discovery (6)				
CORE 201: Discovering the Nation	3			
Student Choice	3			
C. Cultural Discovery (6)				
CORE 301: Discovering the World	3			
Student Choice	3			
D. Creative Discovery (9)				
COMP 104: Writing Across the Disciplines II	3			
Student Choice	3			
Student Choice	3			
F. Scientific Discovery (9)				
CORE 102: Everyday Data	3			
Student Choice	3			
Student Choice	3			
II. Major Requirements (84 Hours)	Credits	SEM/YR	Grade	Notes
COMP 101 Writing Across the Disciplines I	3			
MATH 116 Intermediate Algebra	3			
MATH 117 College Algebra or higher	3			
Electives	18			
MGMT 221 Management in Action	3			
BUS 150 Business Communications	3			
ACCT 210 Financial Accounting	3			
ACCT 211 Managerial Accounting	3			
ECON 203 Principles of Economics	3			
BUS 241 Business Statistics	3			
BUS 280 Business Law I	3			
MKT 360 Principles of Marketing	3			
FIN 312 Principles of Finance	3			
BUS 314 Operations Management	3			
BUS 491 Business Strategy	3			
COMM 121 Introduction to Contemporary Communication	3			
MKT 361 Consumer Behavior	3			
MKT 365 Marketing and Digital Media	3			
SALS 364 Professional Selling	3			
MKT 491 Strategic Marketing Capstone	3			
Marketing Elective	3			
Marketing Elective	3			
Marketing Elective	3			
Degree Total	120			

SAMPLE COURSE PLAN

This is an example of the sequence of course work to complete this major.

Fall of Freshman Year	Credits	Spring of Freshman Year	Credits
CORE 101: Discovering Community	3	CORE 201: Discovering the Nation	3
COMP 101 Writing Across the Disciplines I	3	COMP 104: Writing Across the Disciplines II	3
CORE 102: Everyday Data	3	MATH 116 Intermediate Algebra	3
MGMT 221 Management in Action	3	BUS 150 Business Communications	3
MCORE - Student Choice	3	MKT 360 Principles of Marketing	3
Total	15	Total	15
Fall of Sophomore Year	Credits	Spring of Sophomore Year	Credits
CORE 301: Discovering the World	3	ACCT 211 Managerial Accounting	3
MATH 117 College Algebra or higher	3	ECON 203 Principles of Economics	3
ACCT 210 Financial Accounting	3	MKT 361 Consumer Behavior	3
BUS 241 Business Statistics	3	MCORE - Student Choice	3
COMM 121 Introduction to Contemporary Communication	3	Elective	3
Total	15	Total	15
Fall of Junior Year	Credits	Spring of Junior Year	Credits
BUS 280 Business Law I	3	FIN 312 Principles of Finance	3
MKT 365 Marketing and Digital Media	3	MKT Elective	3
SALS 364 Professional Selling	3	MKT Elective: Recommend MKT 380 - Advanced Marketing Technologies	3
MCORE - Student Choice	3	MCORE - Student Choice	3
MKT Elective: Recommend MKT 363 Market Research & Analytics	3	Elective: Recommend Internship	3
Total	15	Total	15
Fall of Senior Year	Credits	Spring of Senior Year	Credits
BUS 314 Operations Management	3	CORE 401: MKT 491 Strategic Marketing Capstone	3
MCORE - Student Choice	3	BUS 491 Business Strategy	3
MCORE - Student Choice	3	Elective: Recommend BUS 490 Maryville BOLD	3
Elective	3	MCORE - Student Choice	3
Elective	3	Elective	3
Total	15	Total	15

Notes: