

STUDENT SELF-TRACKING DEGREE REQUIREMENTS SHEET MARKETING

Requirements for students following the University Studies Curriculum

IMPORTANT: It is the student's responsibility to ensure that all of the specific 3 credit hour courses listed below have been met. These courses constitute the 120 credit hours required for this degree program.

NAME _____ SID _____ DATE _____

Date	Completed/ Transfer(T)	Grade	Freshman Year
_____	_____	_____	ENL 101 Critical Writing and Reading I
_____	_____	_____	ENL 102 Critical Writing and Reading II (ENL 101)
_____	_____	_____	MTH 146 Finite Math
_____	_____	_____	MIS 101 The Business Organization (Transfer students substitute *Business Elective)
_____	_____	_____	Culture: Visual/Performing Arts _____
_____	_____	_____	Social World: Global Society _____
_____	_____	_____	Natural World _____
_____	_____	_____	Natural World: Engaged Community _____
_____	_____	_____	**Non-Business Elective _____
_____	_____	_____	**Non-Business Elective _____

Sophomore Year – Courses require sophomore standing (30 credit hours) plus prerequisites

_____	_____	_____	ACT 211 Principles of Accounting I
_____	_____	_____	ACT 212 Principles of Accounting II (ACT 211)
_____	_____	_____	ECO 231 Principles of Microeconomics (also fulfills Social World: Human Questions/Contexts)
_____	_____	_____	ECO 232 Principles of Macroeconomics (also fulfills Social World: US Society requirement)
_____	_____	_____	ENL 265 Business Communications (ENL 101, 102)
_____	_____	_____	POM 212 Business Statistics (MTH 146),(MTH 103 Prior to Fall 2014)
_____	_____	_____	MGT 201 Leadership, Teamwork and Collaboration
_____	_____	_____	MGT 312 Legal Framework of Business
_____	_____	_____	Culture World: Literature _____
_____	_____	_____	**Non-business Elective _____

Junior Year – All courses require junior standing (60 credit hours) plus prerequisites

_____	_____	_____	FIN 312 Financial Management (ACT 212, ECO 231)
_____	_____	_____	POM 333 Introduction to Business Analytics (POM 212)
_____	_____	_____	POM 345 Operations Management (POM 212)
_____	_____	_____	MKT 311 Principles of Marketing
_____	_____	_____	MIS 315 Information Systems (ENL 102)
_____	_____	_____	MKT 330 Marketing Intelligence and Info Tech (MKT 311)
_____	_____	_____	MKT 331 Integrated Marketing Communication (MKT 311)
_____	_____	_____	MKT _____ ***Marketing Elective _____
_____	_____	_____	*Business Elective _____
_____	_____	_____	**Non-business elective _____

Senior Year – All courses require senior standing (90 credit hours) plus prerequisites

_____	_____	_____	MGT 490 Strategic Management (FIN 312, MGT201, MKT311, MIS 315, POM 333, POM 345)
_____	_____	_____	MKT 431 Consumer Behavior (MKT 311, MKT 330, MKT 331)
_____	_____	_____	MKT 441 Marketing Management (MKT 311, MKT 330, MKT 331)
_____	_____	_____	MKT 442 Marketing Research (MKT 311, POM 212, MKT 330)
_____	_____	_____	*Business Elective _____
_____	_____	_____	*Business Elective _____
_____	_____	_____	MKT _____ ***Marketing Elective _____
_____	_____	_____	**Non-Business Elective _____
_____	_____	_____	**Non-Business Elective _____
_____	_____	_____	**Non-Business Elective _____

*Business Elective can be any 300- or 400- level business course.

**Non-Business Electives can be any course taken outside CCB.

***Any 300 or 400-level Marketing course

revised 4/10/19

See updated University Studies Courses at: <http://www.umassd.edu/generaleducation/universitystudies/approvedcourses/>