

# 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 ( <b>ENL 101</b> )
_____	_____	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 ( <b>ACT 211</b> )
_____	_____	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 ( <b>ENL 101, 102</b> )
_____	_____	POM 212 Business Statistics ( <b>MTH 146</b> )
_____	_____	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 Business Finance ( <b>ACT 212, ECO 231</b> )
_____	_____	POM 333 Introduction to Business Analytics ( <b>POM 212</b> )
_____	_____	POM 345 Operations Management ( <b>POM 212</b> )
_____	_____	MKT 311 Principles of Marketing
_____	_____	MIS 315 Information Systems ( <b>ENL 102</b> )
_____	_____	MKT 330 Marketing Analytics ( <b>MKT 311</b> )
_____	_____	MKT 331 Integrated Marketing Communication ( <b>MKT 311</b> )
_____	_____	MKT ***Marketing Elective _____
_____	_____	*Business Elective _____
_____	_____	**Non-business elective _____

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

_____	_____	MGT 490 Strategic Management ( <b>FIN 312, MGT201, MKT311, MIS 315, POM 333, POM 345</b> )
_____	_____	MKT 431 Consumer Behavior ( <b>MKT 311, MKT 330, MKT 331</b> )
_____	_____	MKT 441 Marketing Management ( <b>MKT 311, MKT 330, MKT 331</b> )
_____	_____	MKT 442 Marketing Research ( <b>MKT 311, POM 212, MKT 330</b> )
_____	_____	*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 09/12/25

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