



Springfield College Sequencing Guide Marketing Major ▼ 2017-2018

If you are a Marketing major who matriculated to Springfield College in 2017-2018, use this as a guide for sequencing your courses. Requirements listed on this guide are subject to change and may not be offered when listed—use your online degree audit for the most accurate information. Always confirm your plans with your advisor, and consult your advisor or chairperson if you have any questions.

MKTG Major – Typical First-Year Schedule	
Fall: BUSM 150, Introduction to Business (3 cr – also fills half WAC GenEd) ENGL 113, College Writing I (3 cr – fills half College Writing GenEd) Plus GenEds, major requirements with flexible timing, or electives (as applicable) to total approximately 15 credits	Spring: ECON 200, Principles of Macroeconomics (3 cr – also fills Behavioral and Social Sciences GenEd) ENGL 114, College Writing II (3 cr – fills half College Writing GenEd) Plus GenEds, major requirements with flexible timing, or electives (as applicable) to total 30 credits for the year
Fall or Spring: HLTH 100, Wellness: A Way of Life (3 cr – fills Health and Wellness GenEd) CISC 105, Introduction to Computer Concepts or CISC 115, Microcomputer Applications (3 cr – fills Computing/Technology GenEd) MATH 115, College Algebra (3 cr – recommended to fill Quantitative Reasoning GenEd)	

MKTG Major – Typical Second-Year Schedule	
Fall: BUSM 210, Principles of Accounting I (3 cr) Plus GenEds, major requirements with flexible timing, or electives (as applicable) to total approximately 15 credits	Spring: BUSM 211, Principles of Accounting II (3 cr) GenEds, major requirements with flexible timing, or electives (as applicable) to total 30 credits for the year
Fall or Spring: BUSM 215, Principles of Management (3 cr) BUSM 221, Principles of Marketing (3 cr) BUSM 250, Business Communications (3 cr) ECON 205, Principles of Microeconomics (3 cr)	

MKTG Major – Typical Third-Year Schedule	
Fall: BUSM 310, Business Information Systems (3 cr) Plus GenEds, major requirements with flexible timing, or electives (as applicable) to total approximately 15 credits	Spring: BUSM 430, Business Data Analysis (3 cr) GenEds, major requirements with flexible timing, or electives (as applicable) to total 30 credits for the year
Fall or Spring: BUSM 315, Financial Management (3 cr) BUSM 335, Business Ethics (3 cr – also fills Spiritual/Ethical GenEd)	

MKTG Major – Typical Fourth-Year Schedule

Fall:

GenEds, major requirements with flexible timing, or electives (as applicable) to total approximately 15 credits

Spring:

BUSM 492, Strategic Management (3 cr)
Plus any outstanding major requirements, GenEds, or electives to total a minimum of 120 credits

Fall or Spring:

BUSM 478, Business Law (3 cr)

Additional MKTG Requirements – Flexible Timing

BUSM 425, Marketing Management (3 cr – also fills a WAC GenEd)

*In addition, you must select **four courses** (and 12 cr) from the following:*

ARTS/CISC 103, Studio in Computer Graphics (3 cr – also fills the Visual/Performing Arts GenEd)

BUSM 318, Advertising (3 cr)

BUSM 345, Consumer Behavior (3 cr)

BUSM 347, Market Research (3 cr)

BUSM 365, Sales and Selling (3 cr)

BUSM 370, Electronic Commerce (3 cr)

BUSM 372, Services Business Management and Marketing (3 cr)

MKTG 486, Marketing Internship (up to 3 cr) – SPCO 220, Internship Preparation Seminar (1 cr) is a prerequisite for MKTG 486, it does not count as part of the required 12 cr.

GenEd Requirements, Electives, and College Requirements

This major typically requires 57 credits to complete. In addition to the requirements previously listed, you must complete:

- **Additional GenEds:** Literary Studies, Natural Sciences, Historical/Cultural Studies, International/Multicultural Studies, Social Justice, and Physical Activity. You must also ensure you complete the Visual/Performing Arts GenEd.
- **23-26 elective credits or more** (depending on selectives and GenEds chosen) to total at least 120 credits
- A **minimum cumulative GPA** of 2.000 or higher
- The **residency requirement**—60 credits taken at Springfield College (including 15 of your last 30)