



Springfield College Sequencing Guide Marketing Major (MKTG) ▼ 2026-2027

Requirements are subject to change and may not be offered when listed. Use your online degree audit to verify your progress with your advisor.

Core Curriculum Requirements, Electives, and College Requirements

In addition to the major requirements listed below, you will need to fill the following Core Curriculum categories:

- | | | | |
|--|---------------------------------|--------------------------------|------------------------------|
| • 100-level Wellness & Physical (1 cr) | • Literature (3 cr) | • Spiritual and Ethical (3 cr) | • Themed Explorations (9 cr) |
| • 200-level Wellness & Physical (1 cr) | • Quantitative Reasoning (3 cr) | • Aesthetic Expression (3 cr) | ➢ 3 prefixes |
| • 300-level Wellness & Physical (1 cr) | • Scientific Reasoning (4 cr) | | ➢ 1 Global course |

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

- **26 elective credits or more** to total at least 120 credits
- A **minimum cumulative GPA** of 2.000 or higher
- The **residency requirement**—45 credits taken at Springfield College (including 15 of your last 30)

MKTG Major Requirements – Typical First-Year Schedule

Fall: SCSM 101, Springfield College Seminar (Core requirement – 3 cr) ENGL 113, College Writing I (Core requirement – 3 cr) BUSM 150, Introduction to Business (3 cr) Plus other Core and major requirements, or electives to total approximately 15 credits	Spring: ENGL 114, College Writing II (Core requirement – 3 cr) BUSM 215, Principles of Management (3 cr) Plus other Core and major requirements, or electives to total 30 credits for the year
---	--

Fall or Spring:
 Quantitative Reasoning Core: MATH 115, College Algebra (3cr) is recommended
 CISC 115, Microcomputer Applications (3 cr)

MKTG Major Requirements – Typical Second-Year Schedule

Fall: BUSM 210, Principles of Accounting I (3 cr) ECON 205, Principles of Microeconomics (3 cr) Plus Core and major requirements, or electives to total approximately 15 credits	Spring: BUSM 211, Principles of Accounting II (3 cr) BUSM 250, Business Communications (3 cr – also fills WAC) ECON 210, Principles of Macroeconomics (3 cr – fills Historical and Social Literacy Core) Core and major requirements, or electives to total 30 credits for the year
--	--

Fall or Spring:
 BUSM 221, Principles of Marketing (3 cr)

MKTG Major Requirements – Typical Third-Year Schedule

Fall: BUSM 310, Business Analytics (3 cr) Plus Core and major requirements, or electives to total approximately 15 credits	Spring: Core and major requirements, or electives to total 30 credits for the year
---	--

Fall or Spring:
BUSM 315, Financial Management (3 cr)
BUSM 335, Business Ethics (3 cr – also fills WAC)

MKTG Major Requirements – Typical Fourth-Year Schedule

Fall: Core and major requirements, or electives to total approximately 15 credits	Spring: BUSM 492, Strategic Management (3 cr) Plus any outstanding major requirements, Core, or electives to total a minimum of 120 credits
---	--

Fall or Spring:
BUSM 425, Marketing Management (3cr)
BUSM 478, Business Law (3 cr)

Additional MKTG Major Requirements – Flexible Timing

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

BUSM 318, Multimedia Advertising (3 cr)
BUSM 345, Consumer Behavior (3 cr)
BUSM 347, Market Research (3 cr)
BUSM 365, Sales and Selling (3 cr)
BUSM 372, Services Business Management and Marketing (3 cr)
BUSM 375, Entrepreneurial Studies (3 cr)
BUSM 377, Social Media Marketing (3 cr)
COMM 239, Intro to Public Relations
COMM 240, Social Media Theory & Practice
MKTG 486, Marketing Internship (1-6 cr)

(*Max of 3 COMM credits can be used toward Marketing selective requirements)