

Program Degree Type and Name: **BS in Business Administration with Concentration in Marketing**Catalog Year: **2026-2027**

Program Level: Undergraduate Academic Term Type: Semester

*** Denote core course with an asterisk and (cc) next to the course number**

Year and Term: Year 1 Fall Term								Year and Term: Year 1 Spring Term							
Credits Per Classification								Credits Per Classification							
Course Number & Title	CR	G E	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice	Course Number & Title	CR	G E	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice
GEN ED or ENG 110 (if needed)	3	x						ENGL 112: Written English and Lit. Studies II	3	x				ENGL 111	
ENGL 111: Written English and Lit. Studies I	3	x						MGMT 225: Principles of Management	3		x		B or Higher		GC
MATH 116: College Algebra (Quant Reasoning)	3	x						ECON 125: Statistical Applications for Economic Decision Making	3		x			MATH 116	
Mercy Seminar I - First Year Seminar	3	x						ACCT 120: Intro to Financial Accounting	3		x			MATH 116 or higher	
Econ 210 Business Presentations	3		x				GC, CA	Mercy Seminar II - Transformative Ideas	3	x					
Term Credit Total:	15	12	3					Term Credit Total:	15	6	9				
Year and Term: Year 2 Fall Term								Year and Term: Year 2 Spring Term							
Credits Per Classification								Credits Per Classification							
Course Number & Title	CR	G E	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice	Course Number & Title	CR	G E	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice
LANG 115/Elective□	3	x						Mercy Seminar III: Big Problems	3	x					
MKTG 220: Principles of Marketing	3		x					Gen Ed - Self & Society (ECON 221: Micro-Economics)	3	x					
ACCT 121: Intro to Management Accounting	3		x			ACCT 120		LANG 116	3	x					
MGMT 255: Information Systems for Mgmt. & Org.	3		x					FINC 235: Financial Management	3		x			ACCT 120	GC
ECON 220: Macro-Economics	3		x					ANLC 250: Intro to Data Analytics	3		x		B or Higher	ACCT 261/MGMT 255	
Term Credit Total:	15	3	12					Term Credit Total:	15	9	6				
Year and Term: Year 3 Fall Term								Year and Term: Year 3 Spring Term							
Credits Per Classification								Credits Per Classification							
Course Number & Title	CR	G E	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice	Course Number & Title	CR	G E	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice
Gen Ed - Ethical Reasoning (Recommended PHIL 207)	3	x						Gen Ed - Creative Expression	3	x					
Gen Ed - Humanities	3	x						BLAW 240: Business Law I or ENTR 250: Social Entrepreneurship	3		x			GC, CA	
Gen Ed - Scientific Reasoning	3	x						Specialization Elective	3		x				
Specialization Elective	3		x					Specialization Elective	3		x				
Open Elective	3			x				Mgmt 380 - WBE - By SUMMER Junior Year	3		x				WBE
Term credit total:	15	9	3	3				Term Credit Total:	15	3	12				
Year and Term: Year 4 Fall Term								Year and Term: Year 4 Spring Term							
Credits Per Classification								Credits Per Classification							
Course Number & Title	CR	G E	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice	Course Number & Title	CR	G E	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice
MKTG 450: Applied Research Analysis	3		x			ENGL 112, 15 credits		*MGMT 460: Strategic Management (cc)	3		x			FINC/INBU/MGMT/MKTG/SPM	CA
Specialization Elective	3		x					Specialization Elective	3		x				
Specialization Elective	3		x					Open Elective	3			x			
Open Elective	3			x				Open Elective	3			x			
Open Elective	3			x				Open Elective	3			x			
Term Credit Total:	15		9	6				Term Credit Total:	15		6	9			
Program Totals		Credits: 120		General Education: 42				Major & Major Elective: 60				Open Elective: 18			

Legend: CR: Credits GE: General Education Maj: Major / Major Elective OE: Open Elective SM: Success Marker Co/Prerequisite(s): List of co/ prerequisites for noted course GC: Gateway Course CA: Career Activity ELC: Experiential Learning Course WBE: Work-based Experience **Must have 60 credits total of Liberal Arts and Sciences (includes 42 crs of Gen Ed)**

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