

Marketing, BS

Chairperson: Brian Spaid, Ph.D.

Department of Marketing website (<http://business.marquette.edu/departments/marketing/>)

The marketing curriculum equips students with the fundamental and advanced knowledge they need to develop strategic marketing communication plans that engage customers and create value for the organization. This is accomplished through applied learning opportunities that require critical thinking, creative problem solving, quantitative and qualitative data analysis, working effectively in teams, and written and oral communication. The course descriptions provide a brief overview of the marketing courses that are offered each academic year. These courses, as well as internships, prepare majors to be a successful marketing professional in a variety of organizations and positions upon graduation.

Degree Requirements

Business Curriculum

Code	Title	Hours
MATH 1400 or MATH 1450	Elements of Calculus Calculus 1	3
BUAD 1001	Business Day 1	3
BUAD 1060	Business Applications: Basic Business Analytic Tools ^{1,2}	1
BUAD 1560	Introduction to Statistics and Business Analytics	4
CMST 2300 or COMM 1100	Business Communication Professional Public Speaking	2
LEAD 1050	Foundations for Academic and Career Success	0
LEAD 2000	Career Planning and Application Strategies	1
LEAD 3000	Strategies for Entering the Business World	1
ACCO 1030	Principles of Financial Accounting	3
ACCO 1031	Principles of Managerial Accounting	3
ECON 1103	Principles of Microeconomics	3
ECON 1104	Principles of Macroeconomics	3
FINA 3001	Introduction to Financial Management (Business Core Course) ³	3
MANA 3001	Behavior and Organization (Business Core Course)	3
OSCM 3001	Operations and Supply Chain Management (Business Core Course) ³	3
MARK 3001	Introduction to Marketing (Business Core Course) ³	3
INSY 3001 or ACCO 4050 (ACCO MAJORS)	Introduction to Information Systems (Business Core Course) ^{3,4}	3
MANA 4101	Strategic Management (Business Core Course)	3
Select one from the following Business Ethics structured elective (Business Core Course): ⁵		3
BULA 3001	Legal and Ethical Environment of Business (Required for ACCO Majors)	
FINA 4370	Sustainable Finance	
FINA 4191	Private Equity, Ethics and Society	
MANA 3002	Business and Its Environment	
OSCM 4035	Supply Chain Sustainability & Risk Management	
PHIL 4330	Business Ethics	
Select one from the following Core Enhancement structured elective (Business Core Course): ⁵		3
AIM 4470	Applied Regulatory Technology and Quantifying the Ethical Implications of Financial Investments	
ENTP 3001	Understanding Entrepreneurship (ENTP majors) ³	
HURE 3001	Management of Human Resources (HURE majors) ³	
REAL 3001	Introduction to Commercial Real Estate (REAL majors) ³	
Select one from the following Analytics structured elective (Business Core Course): ⁵		3
ACCO 4060 or ACCO 5060	Accounting Analytics Accounting Analytics	
AIM 4320	Identifying, Valuing and Communicating Investment Opportunities	
AIM 4420	Automating, Programming, Forecasting, and Generating Disruptive FinTech Intelligence	

BUAN 3065	Business Analytics 1: Data Definition, Preparation, Descriptive Analytics
ECON 4060	Introduction to Econometrics
FINA 4050	Applied Financial Modeling
INSY 4052	Database Management Systems
MARK 4060	Marketing Research
MARK 4065	Marketing Analytics
OSCM 4060	Supply Chain Analytics
REAL 4061	Real Estate Modeling
REAL 4210	Real Estate Asset Program - Applied Real Estate Modeling (REAP students only)

Total Credit Hours:**54**

- ¹ Or Waiver Exam of BUAD 1060 Business Applications: Basic Business Analytic Tools
- ² A waiver exam is available for students to test out of the BUAD 1060 Business Applications: Basic Business Analytic Tools 1-credit course. This exam is only available at the start of a student's career in the College of Business Administration.
- ³ Introductory course to major, need to check course prerequisites.
- ⁴ ACCO 4050 Accounting Information Systems required for ACCO majors
- ⁵ If a course is taken to complete the Business Ethics, Core Enhancement and Analytics structured electives, it can fulfill both the business core and a major requirement/elective if eligible (not upper division business elective). Additional credits may be required to meet credit requirements for graduation if a structured elective is used to fulfill two academic areas.

Discovery Tier/Non-Business Electives/Open Elective

Code	Title	Hours
DSCV Humanities ^{1, 2}		3
DSCV Social Science ^{1,2}		3
DSCV Natural Science and Mathematics ^{1, 2}		3
DSCV elective ^{1, 2}		3
Non-Business electives (NBE) ³		9-15
Open Elective ⁴		3

- ¹ The four courses in the Discovery Tier (DSCV) of the MCC must be completed in the same theme and include the following content areas: Humanities(HUM), Social Science (SSC), Natural Science and Mathematics (NSM) and one elective (ELE), which is an additional course from any of the three content areas. Courses in the Discovery Tier can apply towards the business core, major requirements and upper division business electives, as well as non-business minor or major requirements. Students can apply a maximum of two business courses for both Discovery Tier requirements and business core, major, upper division business electives to reduce overall credits a student needs to graduate; a maximum reduction of 6 credits in total. A "Business Course/Discovery Tier Theme - Reduction of Credits Request" form must be submitted for each course a student intends to use to reduce overall credits.
- ² Students must also complete the Writing Intensive (WRIT) and Engaging Social System and Values 2 (ESSV2) requirements of the MCC. These requirements can be fulfilled through designated courses in the Discovery Tier or other degree requirements.
- ³ 9 credits of non-business electives are required for Accounting majors. All other majors require 15 credits of non-business electives.
- ⁴ The open elective can be used for: a non-business elective or a business elective outside of a declared major; internship for credit in any business discipline, even declared major(s); or a study abroad business elective. If a student is electing to use a business course as an open elective in the non-business elective area, a "Business Course as Non-Business Elective Request" form must be submitted to the college.

Amount and Quality of Work

1. A minimum total credit hours of 129. However, a student may graduate with total credit hours of 122-129 if completion of the following occurs:
 - a. Dual application of up to two business courses (6 credits) within the Marquette Core Curriculum Discovery Tier Themes for business core and major requirements. *For reference:* The university allows a maximum of two business courses in the Discovery Tier Theme to apply towards business major requirements. The College of Business Administration allows up to two business courses in a student's declared Discovery Tier Theme to dual apply towards business core, major course work and/or upper division business electives to reduce the overall number of credits a student needs to graduate by a maximum of 6 credits. Submit appropriate forms for credit reduction.
 - b. Waiving the one-credit BUAD 1060 Business Applications: Basic Business Analytic Tools course through passing a waiver exam provided by the college.

Both of these options can reduce overall credit totals, so long as these reduction requests are submitted in advance to the college's Dean's Office. These are the only pathways for a student to graduate with less than 129 credits and earn a B.S. in Business Administration degree.

1. A minimum GPA of 2.000 must be earned in all courses taken at Marquette University.
 - a. A minimum GPA of 2.000 must be earned in all College of Business Administration courses taken at Marquette University (2.500 for accounting majors). A grade of C or higher must be earned in each of a student's major requirements and electives, including the core courses introducing the major. If a student is a single business major, any course used for upper division business electives will also count towards the single major's GPA.
2. At least one International Business elective must be completed.
3. The College of Business Administration follows the university's residency requirement policy (<https://bulletin.marquette.edu/policies/residency-requirements-undergraduate/>) to define credits that must be completed at Marquette University.
4. On occasion, seniors are required to take a comprehensive examination testing their grasp of the concepts, principles and relations covered in the core business courses. A similar test might be given in any one of the majors.
5. If students have 122-129 or more credits; an overall GPA of 2.000 or higher; a Business GPA of 2.000 or higher (2.500 for accounting majors); have satisfied all degree requirements; however, do not achieve a C or better in each of their major courses including the core course introducing the major, students are conferred a B.S. in Business Administration degree with a major in business administration (if the business administration major GPA is 2.000 or higher). If students meet the overall and college minimum GPA and complete enough credits, but while attempting two or more majors, achieve a C or better in all courses for one major but not in another major, students are conferred a B.S. in Business Administration degree with a major in the former but not the latter.
6. It is the candidate's responsibility to meet all university academic, financial and administrative requirements and procedures as outlined elsewhere in this bulletin, including the University Commencement Policy (<https://bulletin.marquette.edu/policies/commencement/>).

University Graduation Requirement

Undergraduate Graduation Policy

Students are required to graduate at the end of the term in which all degree requirements are completed. Degree requirements are those requirements, including university, college and all other requirements necessary to earn a minimum of one undergraduate degree and any declared degrees/majors/minors/concentrations. That is, additional degrees/majors/minors/concentrations may be earned; however, they must be completed in the same term as the first degree/primary major is completed. Except in the case of readmission, undergraduate students must meet the graduation requirements which are stated in the Undergraduate Bulletin issued for the year in which they entered Marquette. Substitutions or waivers for specific courses required for degree completion may occur, as determined by the college and/or the Marquette Core Curriculum committee.

Students who have interrupted their enrollment from the university, are normally obliged to follow the degree/major/minor/concentration requirements in effect at the time of readmission. Policies that are in effect at the time of the return, apply to all students, regardless of the term of initial enrollment. Students are responsible for keeping themselves informed of the requirements which apply in their particular cases. Students have faculty advisers available who assist in planning and implementing their plan of studies; however, it is ultimately each student's responsibility to know and fulfill the requirements for graduation specified for the selected plan. This should be done not only by utilization of specific advisers, but also with Academic Advisement, the university's online degree audit tool on CheckMarq provided to all undergraduates. With Academic Advisement, students track their degree progress until graduation. It is the responsibility of students to immediately bring any discrepancies found in Academic Advisement to the attention of their college.

A candidate for a baccalaureate degree must meet the following graduation requirements:

1. In all undergraduate colleges and programs, a minimum of 120 credits earned and a cumulative grade point average of 2.000 is required for a Marquette undergraduate degree.
2. Credits required to be completed in residence at Marquette:
 - a. A minimum of 45 total credits must be completed at Marquette. Up to 15 of the 45 credits may be completed through an approved study abroad program.
 - b. A minimum of 24 upper-division credits must be completed at Marquette. This may include upper-division credits from an approved study abroad program.
 - c. At least 30 of the final 36 credits needed to complete a Marquette undergraduate degree must be completed at Marquette, unless those credits are earned in an approved study abroad program, or are earned as part of a written/contractual agreement with another institution, in which Marquette students participate during the final year of their degree program.
 - d. A minimum of one-half of credits in the major, minor, and concentration not attached to a major must be completed at Marquette.
3. Students must attend all courses, lectures, or any other exercises that are required, even though, in some cases such activities receive no recognition in terms of credit hours.
4. Students' records must be cleared of all grades that are not permanent, i.e., grades of I, IC, IE and NG.
5. Students must file the online application for a degree by the deadline published in the Academic Calendar (<https://www.marquette.edu/central/registrar/calendars-exams-schedules.php>); however, because students are required to graduate at the end of the term in which all university, degree requirements are complete, the university reserves the right to graduate a student without a graduation application on file. If the university exercises this option, there is no guarantee students will be able to participate in Commencement.
6. Commencement is held in May, after the spring term. Participation in Commencement does not mean students are graduated. See the Commencement Policy (<https://bulletin.marquette.edu/policies/commencement/>) in this section for further details.

7. Exceptions to this Graduation Requirements policy must be approved by the Office of the Provost, except:
- the course and bulletin year exceptions listed in the 'Graduation Requirements' section above (as approved by the college)
 - number 3 above (as approved by the college)

For additional college requirements, consult the Degree Requirements listed for each undergraduate program in this bulletin.

Graduation Latin Honors

The grade point average is used to compute graduation Latin honors. The computation is made by dividing the total number of grade points earned at Marquette University by the total number of grade point hours earned. The official Marquette GPA of all students is calculated by the student information system and this GPA is not rounded up or down for any reason. To graduate with Latin honors, candidates must be pursuing their first bachelor's degree, earned at least 60 grade point hours and 60 degree hours at Marquette University, normally as a junior and senior. First bachelor's degree is defined as the first bachelor's degree earned from any institution. When students earn a concurrent additional bachelor's degree (i.e., finish in the same term as the first bachelor's degree), the additional degree is also eligible for Graduation Latin Honors, if the first bachelor's degree qualifies.

Graduates whose grade point average is 3.500, graduate with cum laude (Latin for 'with honor'); graduates whose grade point average is 3.700, graduate with magna cum laude (Latin for 'with great honor'); and graduates whose grade point average is 3.900, graduate with summa cum laude (Latin for 'with highest honor'). Graduation Latin honors are recorded on diplomas, noted in the published lists of graduates at Commencement and recorded on students' transcript.

Graduation Record

The academic record of students is frozen once the degree is posted and may not be altered thereafter, unless required to do so by law and/or a documented university error is discovered after the degree is posted. This includes, but is not limited to: all relevant grade point averages, grades, additional information relating to the degree(s), major(s), minor(s), concentration(s), Latin Honors and academic censure.

Marquette Core Curriculum (MCC) - 30 Credits

Foundation Tier - 15 Credits

Code	Title	Hours
ENGL 1001 or HOPR 1955H	Foundations in Rhetoric Core Honors First-Year Seminar	
PHIL 1001 or PHIL 1001H	Foundations in Philosophy Honors Foundations in Philosophy	
THEO 1001 or THEO 1001H	Foundations in Theology: Finding God in all Things Honors Foundations in Theology: Finding God in all Things	
CORE 1929 or CORE 1929H	Foundations in Methods of Inquiry Honors Foundations in Methods of Inquiry	
Engaging Social Systems and Values 1 (ESSV1)		

Engaging Social Systems and Values 1 (ESSV 1) Course Options

Some faculty-led study abroad courses have also been approved for ESSV1, consult the MCC website (<https://www.marquette.edu/core-curriculum/mcc-study-abroad.php>) for a complete list.

Code	Title	Hours
ANTH 1001	Being Human	3
EDUC 1001	Child and Adolescent Development and Learning	3
ENGL 2020	Texts, Social Systems and Values	3
ENGL 2030	Global Literatures	3
HEAL 1025	Culture and Health ¹	3
HIST 1101	Introduction to American History	3
HIST 1601	Difference and Democracy	3
HIST 1701	Engaging the World	3
HOPR 2956H	Honors Engaging Social Systems and Values 1: Engaging the City	3
INGS 1001	Introduction to Gender and Sexualities Studies	3
SOCI 1001	Principles of Sociology	3
SOCI 1101	Advocacy for a Just World	3
SOWJ 1001	Introduction to Social Welfare and Justice	3
SOWJ 1101	Advocacy for a Just World	3

SPAN 3300	Peoples and Cultures of Spain	3
SPAN 3310	Peoples and Cultures of Latin America	3
THAR 2020	Theatre Appreciation	3

¹ Honors (H) designation of same course number also fulfills MCC requirement.

Discovery Tier - 12 Credits

Students must complete **four** Discovery Tier courses, all from the **same** Discovery Theme. These four courses must include one course from each of the three content areas (Humanities, Natural Science and Mathematics, and Social Science), and one elective (an additional course from any of the three content areas). A maximum of two courses in the Discovery Tier can be applied toward a primary major. Additional dual counting may be allowed towards college-level requirements.

Students declare their Discovery Theme using the Discovery Tier Declaration Form (<https://www.marquette.edu/central/registrar/how-do-i-declare-change-mcc-discovery-tier-theme.php>) in CheckMarq.

For students who participate in a full-time (12 credits or more) Marquette-approved study abroad program, one study abroad course (minimum 2.5 transfer credits awarded) may fulfill the elective requirement of the Discovery Tier. Any additional MCC requirements may be fulfilled only when the approved transfer equivalent is an exact match to a specific MCC course.

Discovery Themes

The five discovery theme options are listed below. See additional information and course listings (<https://bulletin.marquette.edu/resources-opportunities/marquette-core-curriculum/#discoverythemestext>).

- Basic Needs and Justice
- Cognition, Memory and Intelligence
- Crossing Boundaries: The Movement of People, Goods and Ideas
- Expanding Our Horizons
- Individuals and Communities

Culminating Course - 3 Credits

Code	Title	Hours
CORE 4929	The Service of Faith and Promotion of Justice	
or CORE 4929H	Honors Service of Faith and Promotion of Justice	

ENGAGING SOCIAL SYSTEMS AND VALUES 2 (ESSV2) - ONE COURSE or Experience Required

Students must complete a course or approved experience that is designated "ESSV2." This requirement can be completed via one of the four Discovery Tier courses or through other degree requirements.

Some faculty-led study abroad courses have also been approved for ESSV2, consult the MCC website (<https://www.marquette.edu/core-curriculum/mcc-study-abroad.php>) for a complete list.

Code	Title	Hours
ADPR 4750	Strategic Communication in a Culturally Diverse Marketplace	3
ADVE 3986	Internship in Advertising	3
ANTH 3100	Urban Anthropology	3
ANTH 3986	Internship in Anthropology	3
ANTH 4986	Advanced Internship in Anthropology	3
ARBC 3200	Culture and Civilization of the Middle East (WRIT)	3
ARBC 3220	Arab and Muslim Women in the United States (WRIT)	3
ARBC 3800	Re-envision of Disability	3
ARSC 4953	Seminar In Urban Social Issues	3
BIOL 4987	Applying the Internship Experience ¹	3
BISC 3929	Reflective Analysis of Global Dental Brigade	0
BISC 4460	Practical Cases in Medicine	3

BULA 4001	Business Law for Accounting	3
CCOM 4986	Corporate Communication Internship	0-3
CHNS 3215	Chinese Cuisine and Culture	3
CHNS 3700	Chinese Business Culture	3
CMST 3120	Interpersonal Communication	3
CMST 4986	Internship in Communication Studies	0-3
CNEN 3860	Construction Materials and Methods	3
COMM 4986	Internship in Communication	0-3
CRLS 2540	Surveillance, Law and Society	3
CRLS 3150	Reentry and Life After Incarceration	3
CRLS 3170	Policy and Practice for Children Impacted by Incarceration	3
CRLS 3986	Internship and Seminar in Criminology and Law Studies	3
CRLS 4986	Advanced Internship and Seminar in Criminology and Law Studies	3
DGMD 3986	Internship in Digital Media	3
ECONI 3040	Global Applied Learning Project: Applied Global Business Learning	0-3
EDUC 4965	Student Teaching: Middle/Secondary	15
EDUC 4966	Student Teaching: Elementary/Middle	15
EDUC 4986	Community-Engaged Internship 1	3
EDUC 4987	Community-Engaged Internship 2	3
ENGL 2001	Ways of Knowing (WRIT)	3
ENGL 3140	Sociolinguistics	3
ENGL 3249	Creativity and Community	3
ENGL 3250	Life-Writing, Creativity and Community (WRIT)	3
ENGL 3261	Poetry and Community (WRIT)	3
ENGL 3453	Romanticism and Nature (WRIT)	3
ENGL 3780	Water Is Life: Indigenous Art and Activism in Changing Climates (WRIT)	3
ENGL 4221	The Rhetoric of Martin Luther King, Jr. and Malcolm X (WRIT)	3
ENGL 4222	Feminist Rhetorics (WRIT)	3
ENGL 4223	The Rhetoric of Black Protest (WRIT)	3
ENGL 4230	Writing Center Theory, Practice and Research (WRIT)	4
ENGL 4631	Toni Morrison (WRIT)	3
ENGL 4739	Narrative 4: Storytelling for Others	3
ENGL 4810	Comparative Race and Ethnic Studies	3
ENGL 4825	Native American / Indigenous Literatures (WRIT)	3
ENGL 4826	Global Indigenous Literatures (WRIT)	3
ENGL 4988	Practicum in Literature and Language Arts	1-3
EXPH 4986	Exercise Physiology Practicum 2	6-15
GEEN 2960	Engineering Social Systems and Values	0
GRMN 3540	Heckling Hitler	3
GRMN 3550	German Reunification: The Collision of Two Worlds	3
HESC 3929	Global Brigades Reflective Analysis	0
HIST 4120	American Immigration	3
HIST 4125	Latinx Civil Rights Movements	3
HIST 4135	African-American History	3
HIST 4140	American Urban History	3
HIST 4155	A History of Native America	3
HIST 4247	Comparative Homefronts during the Second World War	3
INES 4987	Environmental Studies: Applying the Internship Experience	3
INPS 2010	Introduction to Peace Studies	3
JOUR 3986	Internship in Journalism	0-3
JOUR 4986	Internship in Journalism	0-3
LLAC 1010	Working Without Borders	3

LLAC 3220	Cultures and Foodways	3
LLAC 3250	Linguistic Diversity and Social Justice	3
MANA 3035	Leading for Inclusion	3
MARQ 3929	Engaging Social Systems and Values Reflective Analysis	0
MARQ 3961	International Service Learning - Living Justice: Accompaniment in an Unjust World	3
MLSC 4180	Concepts in Clinical Education Methods and Practicum	2
NURS 3956H	Honors Nursing Practicum 1	1
NURS 3965	Community and Population Health Nursing - Clinical ¹	2
PHIL 3502	Narrating Freedom: Gender, Race and Mass Incarceration	3
PHIL 3507	Global Justice	3
PHTH 4512	Culture and Disability	3
POSC 4986	Professional Experience in Washington, D.C.	3
PSYC 3201	Introductory Social Psychology	3
PSYC 3420	Health Psychology	3
PURE 3986	Internship in Public Relations	0-3
SOCI 3700	Social Movements, Protest and Change	3
SOCI 3986	Internship and Seminar in Sociology	3
SOCI 4986	Advanced Internship and Seminar in Sociology	3
SOWJ 3170	Policy and Practice for Children Impacted by Incarceration	3
SOWJ 3400	Advocacy and Social Change: Theory and Practice	3
SOWJ 3986	Internship in Social Welfare and Justice	3
SOWJ 4700	Global Aid and Humanitarianism	3
SOWJ 4986	Advanced Internship in Social Welfare and Justice	3
SPAN 3001	Advanced Communication in Spanish	3
SPAN 4150	Spanish in the United States	3
THAR 3620	Multicultural Playwrights	3
THAR 4986	Internship in Theatre Arts	0-3
THEO 2500	Theologies of Nonviolence	3
THEO 3250	Contemplation and Action	3
THEO 3350	Christian-Muslim Dialogue	3
THEO 3355	Sikh-Muslim Dialogue	3
THEO 3600	Theology Engaging Culture	3
THEO 4270	The Many Faces of U.S. Catholicism	3
THEO 4400	Christian Faith and Justice ¹	3

¹ Honors (H) designation of same course number also fulfills MCC requirement.

WRITING INTENSIVE COURSES (WRIT) - ONE COURSE REQUIRED

Students must complete a course that is designated "WRIT." This requirement can be completed via one of their four Discovery Tier courses or through other degree requirements.

Some faculty-led study abroad courses have also been approved, consult the MCC website (<https://www.marquette.edu/core-curriculum/mcc-study-abroad.php>) for a complete list.

Code	Title	Hours
ACCO 4000	Accounting Communications	3
ADPR 2200	Media Writing	3
ANTH 2101	Cultural Anthropology	3
ARBC 3200	Culture and Civilization of the Middle East (ESSV2)	3
ARBC 3210	Arabic Literature in English Translation	3
ARBC 3220	Arab and Muslim Women in the United States (ESSV2)	3
BIOL 4102	Experimental Molecular Biology	3
BIOL 4202	Experimental Genetics	3
BIOL 4302	Experimental Cell Biology	3

BIOL 4402	Experimental Ecology and Field Biology	3
BIOL 4403	Tropical Ecology in Panama	3
BIOL 4502	Experimental Neurobiology	3
BIOL 4702	Experimental Physiology	3
BIOL 4802	Experimental Microbiology	3
BISC 3929	Reflective Analysis of Global Dental Brigade	0
BISC 4325	Endocrinology	3
BUAD 4010	Business in Film	3
BULA 3001	Legal and Ethical Environment of Business	3
CCOM 3250	Corporate Writing	3
CMST 3000	Theories in Communication Studies	3
CRLS 3050	Methods of Criminological Research	3
CRLS 3150	Reentry and Life After Incarceration	3
EDUC 4000	Educational Inquiry 2: Advanced Topics	3
EDUC 4540	Philosophy of Education	3
ELEN 3025	Electrical Instrumentation Laboratory	2
ENGL 2001	Ways of Knowing (ESSV2)	3
ENGL 2011	Books that Matter	3
ENGL 2012	Well Versed	3
ENGL 3000	Introduction to Literary Studies	3
ENGL 3210	Writing Practices and Processes	3
ENGL 3220	Writing for Workplaces	3
ENGL 3221	Technical Writing	3
ENGL 3222	Writing for Health and Medicine	3
ENGL 3240	Introduction to Creative Writing	3
ENGL 3241	Crafting the Short Story	3
ENGL 3242	Writing Science Fiction and Fantasy	3
ENGL 3250	Life-Writing, Creativity and Community (ESSV2)	3
ENGL 3261	Poetry and Community (ESSV2)	3
ENGL 3301	Here Be Monsters	3
ENGL 3302	Crossing Over	3
ENGL 3410	Drama	3
ENGL 3453	Romanticism and Nature (ESSV2)	3
ENGL 3462	Introduction to Gothic Fiction	3
ENGL 3513	Modern Irish Literature	3
ENGL 3514	Contemporary Irish Literature	3
ENGL 3517	Memory and Forgetting in Contemporary Historical Fiction	3
ENGL 3751	The Art of War	3
ENGL 3761	Medicine and Literature	3
ENGL 3762	Disability and Literature	3
ENGL 3780	Water Is Life: Indigenous Art and Activism in Changing Climates (ESSV2)	3
ENGL 3785	LGBTQ+ Narratives: Literature, Film, Theory	3
ENGL 3841	Global Hip Hop	3
ENGL 3860	The Russian Novel and the Search for Meaning	3
ENGL 4210	Writing, Literacy, and Rhetoric Studies	3
ENGL 4220	Rhetorical Theories and Practices ¹	3
ENGL 4221	The Rhetoric of Martin Luther King, Jr. and Malcolm X (ESSV2)	3
ENGL 4222	Feminist Rhetorics (ESSV2)	3
ENGL 4223	The Rhetoric of Black Protest (ESSV2)	3
ENGL 4224	Radical Writing: An Invitation to the Self	3
ENGL 4230	Writing Center Theory, Practice and Research (ESSV2)	4
ENGL 4250	Creative Writing: Fiction	3

ENGL 4260	Creative Writing: Poetry	3
ENGL 4270	Creative Writing: Nonfiction	3
ENGL 4303	Studies in the Medieval Imagination	3
ENGL 4311	Themes in Medieval Literature	3
ENGL 4331	Shakespeare	3
ENGL 4402	The Novel to 1900	3
ENGL 4412	Transatlantic Literature, 1700-1900	3
ENGL 4422	British Literature of the Long 18th Century	3
ENGL 4423	Legal Fictions of the Enlightenment	3
ENGL 4472	British Literature of the Victorian Period, 1837-1900	3
ENGL 4616	Moby-Dick	3
ENGL 4631	Toni Morrison (ESSV2)	3
ENGL 4715	Children's Literature	3
ENGL 4730	What Is a Book?	3
ENGL 4734	The Epic	3
ENGL 4738	Poetry	3
ENGL 4739	Narrative 4: Storytelling for Others	3
ENGL 4755	Law and Literature	3
ENGL 4756	The Jury Project	3
ENGL 4765	Material Cultures	3
ENGL 4766	Environmental Protection	3
ENGL 4786	Women Writers	3
ENGL 4810	Comparative Race and Ethnic Studies	3
ENGL 4820	Studies in Critical Race and Ethnic Studies	3
ENGL 4825	Native American / Indigenous Literatures (ESSV2)	3
ENGL 4826	Global Indigenous Literatures (ESSV2)	3
ENGL 4830	Africana Literatures	3
ENGL 4932	Topics in Writing	3
ENGL 4954	Seminar in Creative Writing	3
ENGL 4997	Capstone	3
EXPH 4020	Clinical Case Management in Exercise Science	3
FILM 2600	Writing About Film	3
FREN 4110	Advanced Grammar and Written Expression in French	3
FREN 4270	French Holocaust Writings in English Translation	3
FREN 4280	Creative Writing in French	3
GEEN 2961	E-Lead 1: Foundations of Leadership and Individual Development	2
GRMN 3500	The Modern German Short Story	3
GRMN 3505	The Modern German Short Story in English	3
HESC 3929	Global Brigades Reflective Analysis	0
HIST 1301	History of Latin America	3
HIST 3104	The Civil War Era	3
HIST 4210	The Black Death	3
HIST 4460	Race and History of South Africa	3
HIST 4955	Undergraduate Seminar in History	3
INCG 4997	Capstone in Cognitive Science	3
JOUR 4150	Investigative Reporting	3
MANA 3002	Business and Its Environment	3
MLSC 4180	Concepts in Clinical Education Methods and Practicum	2
NURS 4000	Quality and Safety in Nursing	3
PHIL 3505	Philosophy and Film	3
PHIL 3610	Ancient Philosophy	3
PHIL 4540	Philosophy of Education	3

PHTH 7505	Patient/Client Management 3 ²	2
PHTH 7974	Clinical Education Experience 1 ³	4
POSC 3101	Writing and Argumentation in Political Science	3
POSC 4217	Research and Writing for Public Policy	1-3
PURE 3600	Public Relations Writing	3
SOCI 3050	Methods of Social Research	3
SPAN 3001	Advanced Communication in Spanish	3
SPAN 3005	Advanced Communication in Spanish for Heritage Speakers	3
SPAN 3500	Texts, Images and Critical Thinking in Spanish	3
SPAN 3505	Texts, Images, and Critical Thinking in Spanish for Heritage and Native Speakers	3
SPAN 4700	Creative Writing in Spanish	3
STCM 3400	Writing for Strategic Communication	3
THAR 4600	Playwriting	3
THEO 3130	Miracles ¹	3
THEO 3530	Theology and Economics ¹	3
THEO 4210	History and Theology of the Christian East	3
THEO 4300	The Question of God in a Secular Age ¹	3
THEO 4460	Religion, Science and Ethics	3

¹ Honors (H) designation of same course number also fulfills MCC requirements.

² With PHTH 7974 Clinical Education Experience 1

³ With PHTH 7505 Patient/Client Management 3

Grade Minimums & Additional Information

- A grade of C or better is required in Honors MCC courses. A passing grade is required in non-Honors MCC courses.
- Review the Marquette Core Curriculum (<https://bulletin.marquette.edu/resources-opportunities/marquette-core-curriculum/>) section of the bulletin for additional information, including transfer student requirements and Discovery Theme details.

Marketing Major

Specific Marketing Course Requirements:

Code	Title	Hours
MARK 3001	Introduction to Marketing	3
MARK 4060	Marketing Research	3
MARK 4110	Marketing Management	3
Three of the following:		9
MARK 4005	Sports and Entertainment Marketing	
MARK 4010	Consumer Behavior	
MARK 4020	Integrated Marketing Communications	
MARK 4030	Customer Relationship Management	
MARK 4040	International Marketing	
MARK 4050	Digital Marketing	
MARK 4065	Marketing Analytics	
MARK 4070	Marketing and Society	
MARK 4075	Strategic Brand Management	
MARK 4080	Product and Pricing Strategy	
MARK 4085	Retail and Channel Strategy	
MARK 4094	Professional Selling	
MARK 4095	Retail Marketing	
MARK 4191	Advanced Selling	
MARK 4192	Sales Management	
MARK 4931	Topics in Marketing	

Four Business electives	12
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Total Credit Hours:	30
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Professional Selling Concentration

Marquette University's Sales Concentration delivers a pragmatic and applied learning experience that drives value for students, the university and corporate partners. The concentration provides real-world experiences in what many executives call the single most important function in any business – sales. The concentration helps students differentiate themselves in the job market by enhancing their analytical and tactical skill sets, focusing on consultative selling, relationship building and developing trusted long-term partnerships with clients.

Required courses:

Code	Title	Hours
MARK 3001	Introduction to Marketing	3
MARK 4060	Marketing Research	3
MARK 4110	Marketing Management	3
MARK 4094	Professional Selling	3

Two of the following electives:	6
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MARK 4030	Customer Relationship Management	
MARK 4191	Advanced Selling	
MARK 4192	Sales Management	

Four Business electives	12
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Total Credit Hours:	30
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TYPICAL FOUR-YEAR PLANNER - NON-ACCOUNTING (122-129 CREDITS)

Freshman

First Term	Hours	Second Term	Hours
BUAD 1060 (may be taken first or second term) ¹		0-1 BUAD 1560	4
LEAD 1050		0 ACCO 1031	3
ACCO 1030		3 ECON 1103	3
MATH 1400		3 ENGL 1001 or BUAD 1001	3
ENGL 1001 or BUAD 1001		3 PHIL 1001 or THEO 1001	3
PHIL 1001 or THEO 1001		3	
ESSV1 (MCC) or NBE		3	
		15-16	16

Sophomore

First Term	Hours	Second Term	Hours
LEAD 2000 (may be taken first or second term)		1 CORE 1929 (MCC)	3
ECON 1104		3 CMST 2300 (may be taken first or second term)	2
ESSV1 (MCC) or NBE		3 Business Core	3
Business Core or Structured Elective		3 Business Core	3
Business Core		3 Business Core or Structured Elective	3
Business Core		3 DSCV (MCC) ^{2, 3}	3
		16	17

Junior

First Term	Hours	Second Term	Hours
LEAD 3000 (may be taken first or second term)		1 Structured Elective	3

Structured Elective	3	Major Course/Business Elective	3
Major Course/Business Elective	3	DSCV (MCC) ^{2, 3}	0-3
Major Course/Business Elective	3	NBE	3
DSCV (MCC) ^{2, 3}	0-3	NBE	3
NBE	3		
13-16			12-15
Senior			
First Term	Hours	Second Term	Hours
MANA 4101	3	Major Course/Business Elective	3
Major Course/Business Elective	3	Major Course/Business Elective	3
Major Course/Business Elective	3	Major Course/Business Elective	3
Major Course/Business Elective	3	CORE 4929 (MCC)	3
DSCV (MCC) ^{2, 3}	3	Open Elective	3
NBE	3		
18			15

Total Credit Hours: 122-129

University Policies

- Academic Advising (<https://bulletin.marquette.edu/policies/academic-advising/>)
- Academic Censure - Undergraduate (<https://bulletin.marquette.edu/policies/academic-censure/undergraduate/>)
- Academic Integrity (<https://bulletin.marquette.edu/policies/academic-integrity/>)
- Academic Misconduct (<https://bulletin.marquette.edu/policies/academic-misconduct-policy/>)
- Academic Program Definitions (<https://bulletin.marquette.edu/policies/academic-programs-defined/>)
- Academic Standing (<https://bulletin.marquette.edu/policies/academic-standing/>)
- Accelerated Degree Programs (<https://bulletin.marquette.edu/policies/accelerated-degree-programs/>)
- Advanced Standing Credit - Undergraduate (<https://bulletin.marquette.edu/policies/advanced-standing-undergraduate/>)
- Attendance - Undergraduate (<https://bulletin.marquette.edu/policies/attendance/undergraduate/>)
- Audit - Undergraduate (<https://bulletin.marquette.edu/policies/audit/>)
- Awarding Diplomas and Certificates (<https://bulletin.marquette.edu/policies/awarding-diplomas-certificates/>)
- Background Checks, Drug Testing (<https://bulletin.marquette.edu/policies/background-checks-drug-testing/>)
- Class Rank (<https://bulletin.marquette.edu/policies/class-rank/>)
- Classification - Undergraduate (<https://bulletin.marquette.edu/policies/classification-undergraduate/>)
- Commencement (<https://bulletin.marquette.edu/policies/commencement/>)
- Conferral of Degrees and Certificates (<https://bulletin.marquette.edu/policies/conferral-degrees-certificates/>)
- Course Levels (<https://bulletin.marquette.edu/policies/course-levels/>)
- Credit Hour (<https://bulletin.marquette.edu/policies/credit/>)
- Credit Load - Undergraduate (<https://bulletin.marquette.edu/policies/credit-load/undergraduate/>)
- Examinations (Midterm and Final) - Undergraduate (<https://bulletin.marquette.edu/policies/examinations-midterm-final-undergraduate/>)
- Faculty Grading (<https://bulletin.marquette.edu/policies/faculty-grading/>)
- Family Education Rights and Privacy Act-FERPA (<https://bulletin.marquette.edu/policies/ferpa/>)
- Grade Appeals (<https://bulletin.marquette.edu/policies/grade-appeals/>)
- Grading System - Undergraduate and Health Science Professional (<https://bulletin.marquette.edu/policies/grading-system/undergraduate-healthscienceprofessional/>)
- Graduation - Undergraduate (<https://bulletin.marquette.edu/policies/graduation/undergraduate/>)
- Immunization and Tuberculosis Screening Requirements (<https://bulletin.marquette.edu/policies/immunization-and-tuberculosis-screening/>)
- Last Date of Attendance/Activity (<https://bulletin.marquette.edu/policies/last-dateof-attendance-activity/>)
- Major and Minor Declaration - Undergraduate (<https://bulletin.marquette.edu/policies/major-declaration/>)

- Medical Withdrawal (<https://bulletin.marquette.edu/policies/medical-withdrawal/>)
- Military Call to Active Duty or Training (<https://bulletin.marquette.edu/policies/militarycall-active-duty-training/>)
- Non-Degree Undergraduate Students (<https://bulletin.marquette.edu/policies/non-degree-undergraduate-students/>)
- Readmission - Undergraduate (<https://bulletin.marquette.edu/policies/readmission/>)
- Registration - Undergraduate (<https://bulletin.marquette.edu/policies/registration/undergraduate/>)
- Repeated Courses - Undergraduate (<https://bulletin.marquette.edu/policies/repeated-courses/undergraduate/>)
- Second Language Course Placement - Undergraduate (<https://bulletin.marquette.edu/policies/second-language-course-placement-undergraduate/>)
- Second/Additional Bachelor Degree (<https://bulletin.marquette.edu/policies/second-additional-bachelor-degree/>)
- Student Data Use and Privacy (<https://bulletin.marquette.edu/policies/student-data-use-privacy/>)
- Study at Other Institutions - Undergraduate (<https://bulletin.marquette.edu/policies/study-institutions/>)
- Transcripts-Official (<https://bulletin.marquette.edu/policies/transcripts-official/>)
- Transfer (Internal) to Another Undergraduate College within the University (<https://bulletin.marquette.edu/policies/transfer-internal-another-undergraduate-college-within-university/>)
- Transfer Course Credit - Undergraduate (<https://bulletin.marquette.edu/policies/transfer-course-credit-policy/undergraduate/>)
- Withdrawal - Undergraduate (<https://bulletin.marquette.edu/policies/withdrawals/undergraduate/>)

College of Business Administration Policies

- Academic Dismissal/Probation/Academic Alert (CAA) (<https://bulletin.marquette.edu/business-administration/policies/dismissal-probation-alert/>)
- Academic Load (<https://bulletin.marquette.edu/business-administration/policies/academic-load/>)
- Accelerated Degree Program (ADP) (<https://bulletin.marquette.edu/business-administration/policies/accelerated-degree-program/>)
- Attendance (<https://bulletin.marquette.edu/business-administration/policies/attendance/>)
- CR/NC Option (<https://bulletin.marquette.edu/business-administration/policies/crnc-option/>)
- Declaration of Major (<https://bulletin.marquette.edu/business-administration/policies/declaration-major/>)
- Degrees Offered (<https://bulletin.marquette.edu/business-administration/policies/degrees-offered/>)
- Grade Appeals (<https://bulletin.marquette.edu/business-administration/policies/grade-appeals/>)
- Grade Minimums (<https://bulletin.marquette.edu/business-administration/policies/grade-minimums/>)
- Independent Study Courses (<https://bulletin.marquette.edu/business-administration/policies/independent-study-courses/>)
- Transfer Course Study Approval (<https://bulletin.marquette.edu/business-administration/policies/transfer-course-study-approval/>)
- Transfer Students (<https://bulletin.marquette.edu/business-administration/policies/transfer-students/>)