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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 1400</td>
<td>Elements of Calculus</td>
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<tr>
<td>BUAD 1001</td>
<td>Business Day 1</td>
<td>3</td>
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<tr>
<td>BUAD 1060</td>
<td>Business Applications: Basic Business Analytic Tools ¹,²</td>
<td>1</td>
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<tr>
<td>BUAD 1560</td>
<td>Introduction to Statistics and Business Analytics</td>
<td>4</td>
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<tr>
<td>CMST 2300</td>
<td>Business Communication</td>
<td>2</td>
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<tr>
<td>LEAD 1050</td>
<td>Foundations for Academic and Career Success</td>
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<tr>
<td>LEAD 2000</td>
<td>Career Planning and Application Strategies</td>
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<tr>
<td>LEAD 3000</td>
<td>Strategies for Entering the Business World</td>
<td>1</td>
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<tr>
<td>ACCO 1030</td>
<td>Principles of Financial Accounting</td>
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<tr>
<td>ACCO 1031</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
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<tr>
<td>ECON 1103</td>
<td>Principles of Microeconomics</td>
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<tr>
<td>ECON 1104</td>
<td>Principles of Macroeconomics</td>
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<tr>
<td>FINA 3001</td>
<td>Introduction to Financial Management (Business Core Course)³</td>
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<tr>
<td>MANA 3001</td>
<td>Behavior and Organization (Business Core Course)</td>
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<tr>
<td>OSCM 3001</td>
<td>Operations and Supply Chain Management (Business Core Course)³</td>
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<tr>
<td>MARK 3001</td>
<td>Introduction to Marketing (Business Core Course)³</td>
<td>3</td>
</tr>
<tr>
<td>INSY 3001</td>
<td>Introduction to Information Systems (Business Core Course)³,⁴</td>
<td>3</td>
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<tr>
<td>or ACCO 4050</td>
<td>Accounting Information Systems</td>
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<tr>
<td>MANA 4101</td>
<td>Strategic Management (Business Core Course)</td>
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<td></td>
<td>Select one from the following Business Ethics structured elective (Business Core Course):⁵</td>
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<tr>
<td>BULA 3001</td>
<td>Legal and Ethical Environment of Business (Required for ACCO Majors)</td>
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<tr>
<td>FINA 4370</td>
<td>Sustainable Finance</td>
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<tr>
<td>FINA 4191</td>
<td>Private Equity, Ethics and Society</td>
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<td>MANA 3002</td>
<td>Business and Its Environment</td>
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<tr>
<td>OSCM 4035</td>
<td>Supply Chain Sustainability</td>
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<td>PHIL 4330</td>
<td>Business Ethics</td>
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<tr>
<td>AIIM 4470</td>
<td>Applied Regulatory Technology and Quantifying the Ethical Implications of Financial Investments (AIIM majors only)</td>
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<td></td>
<td>Select one from the following Core Enhancement structured elective (Business Core Course):⁵</td>
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<tr>
<td>ENTP 3001</td>
<td>Understanding Entrepreneurship (ENTP majors)³</td>
<td>3</td>
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<tr>
<td>HURE 3001</td>
<td>Management of Human Resources (HURE majors)³</td>
<td>3</td>
</tr>
<tr>
<td>REAL 3001</td>
<td>Introduction to Commercial Real Estate (REAL majors)³</td>
<td>3</td>
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<tr>
<td></td>
<td>Select one from the following Analytics structured elective (Business Core Course):⁵</td>
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<tr>
<td>ACCO 4060</td>
<td>Accounting Analytics</td>
<td>3</td>
</tr>
<tr>
<td>AIIM 4320</td>
<td>Identifying, Valuing and Communicating Investment Opportunities (AIIM majors only)</td>
<td></td>
</tr>
<tr>
<td>AIIM 4420</td>
<td>Automating, Programming, Forecasting, and Generating Disruptive FinTech Intelligence (AIIM majors only)</td>
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</tr>
<tr>
<td>BUAN 3065</td>
<td>Business Analytics 1: Data Definition, Preparation, Descriptive Analytics</td>
<td></td>
</tr>
<tr>
<td>ECON 4060</td>
<td>Introduction to Econometrics</td>
<td></td>
</tr>
</tbody>
</table>
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
   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.

2. Introductory course to major, need to check course prerequisites.

3. ACCO 4050 Accounting Information Systems required for ACCO majors

4. 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 if eligible. Note that an additional upper division business elective may be required to meet credit requirements if a structured elective is used to fulfill two academic areas.

Discovery Tier/Non-Business Electives/Open Elective

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>DSCV Humanities ¹, ²</td>
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<tr>
<td>DSCV Social Science ¹, ²</td>
<td></td>
<td>3</td>
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<tr>
<td>DSCV Natural Science and Mathematics ¹, ²</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>DSCV elective ¹, ²</td>
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<tr>
<td>Non-Business electives (NBE) ³</td>
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<td>9-15</td>
</tr>
<tr>
<td>Open Elective ⁴</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

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 or other program 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.

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 course.

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 in total.
   b. Waiving the one-credit BUAD 1060 Business Applications: Basic Business Analytic Tools course through passing a waiver exam provided by the college.

2. A minimum GPA of 2.000 must be earned in all courses taken at Marquette University.

3. 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 courses including the core courses introducing the major. For international business majors, a grade of C or better must be earned in required language courses beyond either 2002 or 2003.

4. At least one International Business elective must be completed.
5. 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.

6. 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.

7. If students have 122-129 or more credits, an overall 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 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.

8. 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 32 upper-division credits must be completed at Marquette. This may include upper-division credits from an approved study abroad program.
   c. The final 30 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)
   • the dean’s office in the college where the student’s program resides may exempt up to 6 of the final 30 credits from being completed in residence (number 2c above)

For additional college requirements, consult the Degree Requirements listed for each undergraduate program in this bulletin.
**Special Note for 2023-2024:** Students who attended Cardinal Stritch University in a bachelor's degree program during the 2022-2023 year and directly transfer to a bachelor's degree program at Marquette University in Fall 2023 or Spring 2024 with fewer than 45 credits remaining in their Marquette program are exempted from the standard Marquette residency requirement (items 2-6 listed above). In lieu of the standard residency requirement, exempted students must complete all remaining credits for their undergraduate degree at Marquette. Exempted students are expected to remain continuously enrolled (fall and spring terms) at Marquette until the completion of their bachelor's degree.

**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**

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>ENGL 1001</td>
<td>Foundations in Rhetoric</td>
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<tr>
<td>or HOPR 1955H</td>
<td>Core Honors First-Year Seminar</td>
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<tr>
<td>PHIL 1001</td>
<td>Foundations in Philosophy</td>
<td></td>
</tr>
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<td>or PHIL 1001H</td>
<td>Honors Foundations in Philosophy</td>
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</tr>
<tr>
<td>THEO 1001</td>
<td>Foundations in Theology: Finding God in all Things</td>
<td></td>
</tr>
<tr>
<td>or THEO 1001H</td>
<td>Honors Foundations in Theology: Finding God in all Things</td>
<td></td>
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<tr>
<td>CORE 1929</td>
<td>Foundations in Methods of Inquiry</td>
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</tr>
<tr>
<td>or CORE 1929H</td>
<td>Honors Foundations in Methods of Inquiry</td>
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</table>

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>ANTH 1001</td>
<td>Being Human</td>
<td>3</td>
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<tr>
<td>EDUC 1001</td>
<td>Child and Adolescent Development and Learning</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 2020</td>
<td>Texts, Social Systems and Values</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 2030</td>
<td>Global Literatures</td>
<td>3</td>
</tr>
<tr>
<td>HEAL 1025</td>
<td>Culture and Health ¹</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1101</td>
<td>Introduction to American History</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1601</td>
<td>Difference and Democracy</td>
<td>3</td>
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<td>HIST 1701</td>
<td>Engaging the World</td>
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<tr>
<td>HOPR 2956H</td>
<td>Honors Engaging Social Systems and Values 1: Engaging the City</td>
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<tr>
<td>INGS 1001</td>
<td>Introduction to Gender and Sexualities Studies</td>
<td>3</td>
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<tr>
<td>SOCI 1001</td>
<td>Principles of Sociology</td>
<td>3</td>
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<tr>
<td>SOWJ 1001</td>
<td>Introduction to Social Welfare and Justice</td>
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</table>
SPAN 3300  Peoples and Cultures of Spain  3  
SPAN 3310  Peoples and Cultures of Latin America  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.


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](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

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<td>CORE 4929  or CORE 4929H</td>
<td>The Service of Faith and Promotion of Justice</td>
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</tr>
<tr>
<td></td>
<td>Honors Service of Faith and Promotion of Justice</td>
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</tr>
</tbody>
</table>

### 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](https://www.marquette.edu/core-curriculum/mcc-study-abroad.php)) for a complete list.

<table>
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<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>ADPR 4750</td>
<td>Strategic Communication in a Culturally Diverse Marketplace</td>
<td>3</td>
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<tr>
<td>ADVE 3986</td>
<td>Internship in Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ANTH 3100</td>
<td>Urban Anthropology</td>
<td>3</td>
</tr>
<tr>
<td>ANTH 3986</td>
<td>Internship in Anthropology</td>
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<tr>
<td>ANTH 4986</td>
<td>Advanced Internship in Anthropology</td>
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<tr>
<td>ARBC 3200</td>
<td>Culture and Civilization of the Middle East (WRIT)</td>
<td>3</td>
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<tr>
<td>ARBC 3220</td>
<td>Arab and Muslim Women in the United States (WRIT)</td>
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<tr>
<td>ARSC 4953</td>
<td>Seminar In Urban Social Issues</td>
<td>3</td>
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<tr>
<td>BISC 3929</td>
<td>Reflective Analysis of Global Dental Brigade</td>
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<tr>
<td>BISC 4460</td>
<td>Practical Cases in Medicine</td>
<td>3</td>
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<tr>
<td>BULA 4001</td>
<td>Business Law for Accounting</td>
<td>3</td>
</tr>
<tr>
<td>CCOM 4986</td>
<td>Corporate Communication Internship</td>
<td>0-3</td>
</tr>
<tr>
<td>CHNS 3215</td>
<td>Chinese Cuisine and Culture</td>
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<tr>
<td>CMST 3120</td>
<td>Interpersonal Communication</td>
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<td>CMST 4986</td>
<td>Internship in Communication Studies</td>
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</tr>
<tr>
<td>CNEN 3860</td>
<td>Construction Materials and Methods</td>
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<tr>
<td>COMM 4986</td>
<td>Internship in Communication</td>
<td>0-3</td>
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<tr>
<td>CRLS 2540</td>
<td>Surveillance, Law and Society</td>
<td>3</td>
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<tr>
<td>CRLS 3150</td>
<td>Reentry and Life After Incarceration</td>
<td>3</td>
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<tr>
<td>CRLS 3170</td>
<td>Policy and Practice for Children Impacted by Incarceration</td>
<td>3</td>
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<tr>
<td>CRLS 3986</td>
<td>Internship and Seminar in Criminology and Law Studies</td>
<td>3</td>
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<tr>
<td>CRLS 4986</td>
<td>Advanced Internship and Seminar in Criminology and Law Studies</td>
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<tr>
<td>DGMD 3986</td>
<td>Internship in Digital Media</td>
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<tr>
<td>EDUC 4965</td>
<td>Student Teaching: Middle/Secondary</td>
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<tr>
<td>EDUC 4966</td>
<td>Student Teaching: Elementary/Middle</td>
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<tr>
<td>EDUC 4986</td>
<td>Community-Engaged Internship 1</td>
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PURE 3986  Internship in Public Relations  0-3
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SOCI 3986  Internship and Seminar in Sociology  3
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THEO 3350  Christian-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  3

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.

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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/](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:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK 3001</td>
<td>Introduction to Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4060</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4110</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>Three of the following:</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>MARK 4005</td>
<td>Sports and Entertainment Marketing</td>
<td></td>
</tr>
<tr>
<td>MARK 4010</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>MARK 4020</td>
<td>Integrated Marketing Communications</td>
<td></td>
</tr>
<tr>
<td>MARK 4030</td>
<td>Customer Relationship Management</td>
<td></td>
</tr>
<tr>
<td>MARK 4040</td>
<td>International Marketing</td>
<td></td>
</tr>
<tr>
<td>MARK 4050</td>
<td>Digital Marketing</td>
<td></td>
</tr>
<tr>
<td>MARK 4065</td>
<td>Marketing Analytics</td>
<td></td>
</tr>
<tr>
<td>MARK 4070</td>
<td>Marketing and Society</td>
<td></td>
</tr>
<tr>
<td>MARK 4075</td>
<td>Strategic Brand Management</td>
<td></td>
</tr>
<tr>
<td>MARK 4080</td>
<td>Product and Pricing Strategy</td>
<td></td>
</tr>
<tr>
<td>MARK 4085</td>
<td>Marketing Channel Strategy</td>
<td></td>
</tr>
<tr>
<td>MARK 4094</td>
<td>Professional Selling</td>
<td></td>
</tr>
<tr>
<td>MARK 4095</td>
<td>Retail Marketing</td>
<td></td>
</tr>
<tr>
<td>MARK 4191</td>
<td>Advanced Selling</td>
<td></td>
</tr>
<tr>
<td>MARK 4192</td>
<td>Sales Management</td>
<td></td>
</tr>
<tr>
<td>MARK 4931</td>
<td>Topics in Marketing</td>
<td></td>
</tr>
<tr>
<td>Four Business electives</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td><strong>Total Credit Hours:</strong></td>
<td></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

**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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK 3001</td>
<td>Introduction to Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4060</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4110</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4094</td>
<td>Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>Two of the following electives:</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>MARK 4030</td>
<td>Customer Relationship Management</td>
<td></td>
</tr>
<tr>
<td>MARK 4191</td>
<td>Advanced Selling</td>
<td></td>
</tr>
<tr>
<td>MARK 4192</td>
<td>Sales Management</td>
<td></td>
</tr>
</tbody>
</table>
## TYPICAL FOUR-YEAR PLANNER - NON-ACCOUNTING (122-129 CREDITS)

### Freshman

<table>
<thead>
<tr>
<th>First Term</th>
<th>Hours</th>
<th>Second Term</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUAD 1060 (may be taken first or second term)(^1)</td>
<td>0-1</td>
<td>BUAD 1560</td>
<td>4</td>
</tr>
<tr>
<td>LEAD 1050</td>
<td>0</td>
<td>ACCO 1031</td>
<td>3</td>
</tr>
<tr>
<td>ACCO 1030</td>
<td>3</td>
<td>ECON 1103</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1400</td>
<td>3</td>
<td>ENGL 1001 or BUAD 1001</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1001 or BUAD 1001</td>
<td>3</td>
<td>PHIL 1001 or THEO 1001</td>
<td>3</td>
</tr>
<tr>
<td>PHIL 1001 or THEO 1001</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ESSV1 (MCC) or NBE</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total:** 15-16

### Sophomore

<table>
<thead>
<tr>
<th>First Term</th>
<th>Hours</th>
<th>Second Term</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEAD 2000 (may be taken first or second term)</td>
<td>1</td>
<td>CORE 1929 (MCC)</td>
<td>3</td>
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<tr>
<td>ECON 1104</td>
<td>3</td>
<td>CMST 2300 (may be taken first or second term)</td>
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<tr>
<td>ESSV1 (MCC) or NBE</td>
<td>3</td>
<td>Business Core</td>
<td>3</td>
</tr>
<tr>
<td>Business Core or Structured Elective</td>
<td>3</td>
<td>Business Core</td>
<td>3</td>
</tr>
<tr>
<td>Business Core</td>
<td>3</td>
<td>Business Core or Structured Elective</td>
<td>3</td>
</tr>
<tr>
<td>Business Core</td>
<td>3</td>
<td>DSCV (MCC)(^2, 3)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total:** 16

### Junior

<table>
<thead>
<tr>
<th>First Term</th>
<th>Hours</th>
<th>Second Term</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEAD 3000 (may be taken first or second term)</td>
<td>1</td>
<td>Structured Elective</td>
<td>3</td>
</tr>
<tr>
<td>Structured Elective</td>
<td>3</td>
<td>Major Course/Business Elective</td>
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</tr>
<tr>
<td>Major Course/Business Elective</td>
<td>3</td>
<td>DSCV (MCC)(^2, 3)</td>
<td>0-3</td>
</tr>
<tr>
<td>Major Course/Business Elective</td>
<td>3</td>
<td>NBE</td>
<td>3</td>
</tr>
<tr>
<td>DSCV (MCC)(^2, 3)</td>
<td>0-3</td>
<td>NBE</td>
<td>3</td>
</tr>
<tr>
<td>NBE</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total:** 13-16

### Senior

<table>
<thead>
<tr>
<th>First Term</th>
<th>Hours</th>
<th>Second Term</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANA 4101</td>
<td>3</td>
<td>Major Course/Business Elective</td>
<td>3</td>
</tr>
<tr>
<td>Major Course/Business Elective</td>
<td>3</td>
<td>Major Course/Business Elective</td>
<td>3</td>
</tr>
<tr>
<td>Major Course/Business Elective</td>
<td>3</td>
<td>Major Course/Business Elective</td>
<td>3</td>
</tr>
<tr>
<td>Major Course/Business Elective</td>
<td>3</td>
<td>CORE 4929 (MCC)</td>
<td>3</td>
</tr>
<tr>
<td>DSCV (MCC)(^2, 3)</td>
<td>3</td>
<td>Open Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total:** 12-15
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/)
- 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/)