



Springfield College Sequencing Guide Marketing Major (MKTG) ▼ 2019-2020

If you entered Springfield College in 2019-2020, use this guide for sequencing your courses. Requirements are subject to change and may not be offered when listed. Use your online degree audit to verify your progress, and always confirm your plans with your advisor.

GenEd Requirements, Electives, and College Requirements

In addition to the major requirements listed below, you will need to fill the following General Education (GenEd) categories:

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|----------------------------|------------------------------|-------------------------------|---------------------|
| • Wellness - HLTH 100 | • Visual and Performing Arts | • Historical/Cultural | • Social Justice |
| • Computing and Technology | • Quantitative Reasoning | • International/Multicultural | • Physical Activity |
| • Literary Studies | • Natural Sciences | | |

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

- **20 elective credits or more** (depending on selectives and GenEds selected) 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:

ENGL 113, College Writing I (GenEd requirement – 3 cr)
BUSM 150, Introduction to Business (3 cr – also fills half WAC GenEd)
Plus other GenEds, major requirements with flexible timing, or electives (as applicable) to total approximately 15 credits

Spring:

ENGL 114, College Writing II (GenEd requirement – 3 cr)
BUSM 215, Principles of Management (3 cr)
Plus other GenEds, major requirements with flexible timing, or electives (as applicable) to total 30 credits for the year

Fall or Spring:

Quantitative Reasoning GenEd (MATH 115, College Algebra recommended – 3 cr)

MKTG Major Requirements – 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)
BUSM 250, Business Communications (3 cr)
GenEds, major requirements with flexible timing, or electives (as applicable) to total 30 credits for the year

Fall or Spring:

BUSM 221, Principles of Marketing (3 cr)
ECON 200, Principles of Macroeconomics (3 cr – also fills Behavioral and Social Sciences GenEd)
ECON 205, Principles of Microeconomics (3 cr)

MKTG Major Requirements – 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 Requirements – Typical Fourth-Year Schedule

Fall:

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

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 Major Requirements – Flexible Timing

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

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)

BUSM 377, Social Media 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.