

PATHWAY TO GRADUATION: 4-YEAR COURSE MAP

BACHELOR OF BUSINESS ADMINISTRATION | MARKETING MAJOR

This is the four year course plan for students pursuing the BBA degree in Marketing. Students are required to complete at least 124 credit hours to graduate. Please reference the Advising Worksheet (see reverse side of this page) for the full list of BSB required electives and the University Bulletin for information on prerequisite courses. Electives may be offered on a rotating schedule. Students are encouraged to meet regularly with a faculty advisor and attend group advising sessions through BSB each semester.

YEAR ONE

FALL SEMESTER					SPRING SEMESTER				
COURSE	UC	M	E	DONE	COURSE	UC	M	E	DONE
LAS Freshman Seminar	•				MGMT 197		•		
ECON 101 or ECON 102 or Area Studies 1	•	•			ECON 101 or ECON 102		•		
ENGL 101	•				ENGL 102	•			
MATH/CIS 120	•				MATH/CIS 120	•			
Language	•				Language	•			
TOTAL HOURS: 16					BCDP 100		•		
					TOTAL HOURS: 17				

YEAR TWO

FALL SEMESTER					SPRING SEMESTER				
COURSE	UC	M	E	DONE	COURSE	UC	M	E	DONE
BLAW 201 or ENTR 297		•			BLAW 201 or ENTR 297		•		
ACCT 101		•			ACCT 102		•		
MKTG 301 or QUAN 201		•			MKTG 301 or QUAN 201		•		
Elective			•		LAS Sophomore Seminar	•			
Area Studies 2	•				Area Studies 3	•			
BCDP 200 (Fall or Spring)		•			BCDP 200 (Fall or Spring)		•		
TOTAL HOURS: 15 or 16					TOTAL HOURS: 15 or 16				

REQUIRED INTERNSHIP

All students in this program are required to complete an internship and at least two credit hours of BCDP 397. Students should plan for their internship search to take at least 10 months. Knowledge about this process will be acquired through Brennan's Career Development Program (BCDP) classes and the Executives in Residence. Students may register for BCDP 397 during any summer, fall or spring semester, although most will complete the internship after sophomore year. Approval from Brennan's Career Development Director is required prior to registration.

COURSE	UC	M	E	DONE
BCDP 397 (Summer, Fall, or Spring Semester)		•		
TOTAL HOURS: 2+ (2 REQUIRED)				

YEAR THREE

FALL SEMESTER					SPRING SEMESTER				
COURSE	UC	M	E	DONE	COURSE	UC	M	E	DONE
LAS Junior Seminar or Elective	•		•		LAS Junior Seminar or Elective	•		•	
BETH 301 or MGMT 301		•			BETH 301 or MGMT 301		•		
MKTG Elective 4		•			MKTG 371		•		
MKTG 370 or MKTG Elective 5		•			MKTG 370 or MKTG Elective 5		•		
Area Studies 4	•				FIN 301		•		
BCDP 300 (Fall or Spring)		•			BCDP 300 (Fall or Spring)		•		
TOTAL HOURS: 15 or 16					TOTAL HOURS: 15 or 16				

YEAR FOUR

FALL SEMESTER					SPRING SEMESTER				
COURSE	UC	M	E	DONE	COURSE	UC	M	E	DONE
LAS Senior Seminar or Elective or Multicultural	•		•		LAS Senior Seminar or Elective or Multicultural	•		•	
MGMT 401 or MKTG Elective 6		•			MGMT 401 or MKTG Elective 6		•		
MGMT 497 or Area Studies 6	•	•			MGMT 497 or Area Studies 6	•	•		
Area Studies 5	•				MKTG 470		•		
BCDP 400		•			Area Studies 7	•			
TOTAL HOURS: 13					TOTAL HOURS: 15				

	UC: UNIV FDN	UC: UNIV CORE	M: BSB CORE	M: BSB MAJOR	E: ELECTIVE	TOTAL
TOTAL HRS NEEDED	20	30	48	18	8	124

KEY UC: University Course (University Foundation, University Core) M: Major Course (BSB Core, BSB Major) E: Elective

ADVISING WORKSHEET – BACHELOR OF BUSINESS ADMINISTRATION (BBA), MARKETING MAJOR 2019-2020

Name _____ ID # _____

CORE CURRICULUM

FOUNDATIONS (4/5 Courses/12-15 hours)

ENGL 102 Composition II _____

MATH FOUNDATION _____
130 or 170 Recommended for BSB students

LANG 102/192 or SEDU 465 & 466 _____

CIS 120 Intro to Comp Apps _____

Information Access Workshop _____
(This is fulfilled in ENGL 102 at Dominican University or a stand-alone workshop.)

LAS SEMINARS (4 courses/12 hours)

Freshman Seminar _____

Sophomore Seminar _____

Junior Seminar _____

Senior Seminar _____

AREA STUDIES (7 courses/21 hours)

History (HI) _____

Literature (LT) _____

Fine Arts (FA) _____

Natural Science (NS) _____

Philosophy (PH) _____

Social Science (SS) _____

Theology (TH) _____

MULTICULTURAL (MC) (1 course/3 hours)

Multicultural (MC) _____

BSB CORE = 11 Courses

ACCT 101 Financial Accting _____

ACCT 102 Managerial Accting _____

ECON 101 Prin of Microecon _____

ECON 102 Prin of Macroecon _____

QUAN 201 Business Statistics _____

BLAW 201 Business Law _____

MKTG 301 Marketing* _____

BETH 301 Business Ethics _____

MGMT 301 Management _____

FIN 301 Corporate Finance _____

MGMT 401 Prin of Ops Mgmt _____

***BSB major core prerequisites**

****Please check prerequisites for all courses**

BUS PRACTICUMS

Year 1: MGMT 197 Bus Gtwy Prctm _____

Year 2: ENTR 297 Entrprnshp _____

Year 3: BCDP 397 Intrn (min 2 cr hr) _____

Year 4: MGMT 497 Bus Cpstn Prctm _____

CAREER DEVELOPMENT

Year 1: BCDP 100 – Level 1 _____

Year 2: BCDP 200 – Level 2 _____

Year 3: BCDP 300 – Level 3 _____

Year 4: BCDP 400 – Level 4 _____

BSB REQUIRED = 3 COURSES

MKTG 370 Int'l Marketing _____

MKTG 371 Market Research _____

MKTG 470 Capstone in Marketing _____

COMPLETE 3 COURSES

MKTG 372 Buyer Behavior _____

MKTG 373 Personal Selling _____

MKTG 374 Digital Marketing _____

MKTG 490 Sp Topics in Mktg (can be repeated if different content) _____

INTB 380 Doing Business _____

CAS 274 Intro to Intgrtd Mkt Comm _____

CAS 275 Advertising Strategy _____

FASH 271 Rtl Promo & Vsl Mrchdng _____

FASH 371 Retail Buying _____

FASH 381 Retail Social Media _____

FASH 470 Int'l Sourcing & Br Dvlpmt _____

ELECTIVES = MINIMUM 8 HOURS

NOTE: Students interested in pursuing the MBA or MSA may apply to the Accelerated MBA/MSA program and if accepted may take up to two graduate courses during their senior year.

1) _____

2) _____

3) _____

4) _____

5) _____

Courses not applicable to the degree

1) _____

2) _____

Dominican Credits Earned _____

Transfer Earned _____

TOTAL for Graduation 124

Date Applied for Graduation: _____

DETERMINING CLASS STANDING

Freshman: less than 28 credits

Sophomore: 28 – 59 credits

Junior: 60 – 89 credits

Senior: 90 or more credits

NOTES:

Students who have completed 25 or more transfer credit hours prior to enrolling at Dominican and declaring a major will be waived from Year 1 Bus Practicum and Year 1 Career Development