

MARKETING (B.S.)

The courses required to earn a Bachelor of Science degree in Marketing provide a blend of creative and quantitative content with an emphasis on marketing decision making and the development of marketing strategies to create and deliver value to the consumer. In addition to the required marketing courses, students select six elective credits in marketing and/or related fields, allowing them the opportunity to study specific areas of interest. The program also requires students to complete a 3-credit internship experience related to the field of study.

Marketing majors complete a minimum of 120 credits to earn a bachelor's degree: 49–51 credits of core courses (<https://catalog.salve.edu/undergraduate/curriculum-degree-programs/>), 3–11 elective credits, and 63 credits of major courses.

In addition, all students in the Marketing Degree program are required to be certified in the most recent version of Microsoft Excel through the Certipoint Microsoft Office Program by the end of their sophomore year. Once complete, students should submit the Excel Proof of Certification form found [here \(https://forms.office.com/Pages/ResponsePage.aspx?id=C-Lg8P3fBUuMbHSrmKV2Uk55IHGnNBjmgW_r1rLR1U0Uo5OE02WIE3VjWQ1U0gWOU5IUdhPRCQlOCN0Pwcu\)](https://forms.office.com/Pages/ResponsePage.aspx?id=C-Lg8P3fBUuMbHSrmKV2Uk55IHGnNBjmgW_r1rLR1U0Uo5OE02WIE3VjWQ1U0gWOU5IUdhPRCQlOCN0Pwcu) for department approval.

Curricular requirements to complete a major in Marketing are listed below:

Code	Title	Credits
Major Requirements		
ACC-101	Financial Accounting	4
ACC-104	Managerial Accounting	4
ECN-101	Introductory Macroeconomics	3
MGT-120	Management and Organizational Behavior	3
MGT-212	Business Communications	3
MGT-270	Financial Management	3
MGT-280	Principles of Marketing	3
MGT-300	Ethics for Business	3
MGT-403	Business Law-Labor Law	3
MGT-490	Strategic Business Planning Capstone	4
STA-173	Statistical Methods	3
MTH-172	Quantitative Methods for Business	3
Additional Requirements		
ECN-102	Introductory Microeconomics	3
MGT-305	International Issue in Consumer Behavior	3
MGT-350	Business Research Methods	3
MGT-390	Marketing Communications	3
MGT-422	Marketing Strategies	3
MGT-491	Professional Internship in Business	3
6 credits of approved electives		6
Total Credits		63

Approved Marketing Electives

Choose 6 credits of the following approved electives from Art, English, or Management.

Code	Title	Credits
ART-071	Adobe Indesign	1
ART-072	Digital Drawing: Art & Business	1
ART-076	WordPress	1
ART-078	Interactive Media Art	1
ART-079	Illustration	1
ART-084	Adobe Photoshop	1
ART-086	Digital Animation	1
ART-087	Web Design	1
ART-140	The Art of Website Design	3
ART-218	Introduction to Digital Art & Design	3
ART-220	Introduction to Making Art with Code	3
ART-230	Introduction to Web Design	3
ART-241	Introduction to Graphic Design	3
ART-242	Graphic Design for Print	3
ART-246	Intro. to Illustration: Visual Narrative	3
ART-271	Introduction to Digital Photography	3
ART-272	Introduction to Film Photography	3
ART-311	Interaction Design	3-9
COM-190	Introduction to Public Relations	3
COM-195	Media and Culture	3
COM-238	Podcasting	3
COM-256	Writing for Public Relations	3
COM-267	Introduction to Television Studies	3
COM-271	Introduction to Media Writing	3
COM-273	Multimedia Storytelling	3
COM-355	Case Studies in Public Relations	3
COM-357	Editing and Publishing	3
COM-358	Global Media	3
COM-360	Social Media Strategies	3
COM-369	Media and Social Change	3
COM-372	Fan Culture	3
COM-373	Advanced Multimedia Reporting	3
COM-374	Advertising and Consumer Culture	3
COM-480	Public Relations Campaigns	3
CWP-250	Introduction to Creative Writing	3
CWP-268	Screenwriting	3
DSA-201	Introduction to Data Science and Analytics	3
DSA-202	Data Analysis and Visualization	3
FLM-208	Digital Cinematography-Narrative Film Production	3
MGT-035	Google: Search Engine Marketing	1
MGT-040	Design Thinking	1
MGT-073	Building your Career Brand	1
MGT-074	Put Wow in Presentations	1
MGT-084	Retail Planning and Buying	1
MGT-131	Media Relations-Public Relations	1
MGT-132	Sponsorships and Fundraising	1
MGT-160	Business Analytics	3
MGT-224	Introduction to Real Estate	3
MGT-255	Entrepreneurship	3
MGT-312	Sports Marketing	3
MGT-315	Event Planning and Facility Management	3

MGT-353	Retailing	3
MGT-355	Professional Selling	3
MGT-357	International Marketing	3
PSY-250	Social Psychology	3
PSY-290	Cross-Cultural Psychology	3
THE-261	Public Speaking	3

Degree Plan for Marketing (B.S.)

Course	Title	Credits
First Year		
Fall		
UNV-101 & FYT-101	University Seminar and First Year Studio	4
ECN-101	Introductory Macroeconomics	3
Core Course		3
Core Course		3
Select one of the following:		3
MGT-120	Management and Organizational Behavior	
Core Course		
Credits		16
Spring		
UNV-102	University Seminar II	3
ECN-102	Introductory Microeconomics	3
ACC-101	Financial Accounting	4
Select one of the following:		3
MGT-120	Management and Organizational Behavior	
Core Course		
MGT-212	Business Communications ¹	3
or MGT-280	or Principles of Marketing	
Credits		16
Second Year		
Fall		
RTS-225 or PHL-225	The Quest for the Ultimate: Dialogue with Global Religious Traditions ² or Quest for the Good Life	3
ACC-104	Managerial Accounting	4
MGT-212 or MGT-280	Business Communications ¹ or Principles of Marketing	3
MGT-305	International Issue in Consumer Behavior	3
STA-173 or MTH-172	Statistical Methods ² or Quantitative Methods for Business	3
Credits		16
Spring		
RTS-225 or PHL-225	The Quest for the Ultimate: Dialogue with Global Religious Traditions ² or Quest for the Good Life	3
Marketing Elective		3
STA-173 or MTH-172	Statistical Methods ² or Quantitative Methods for Business	3
Core Course		3
Core Course		3
Credits		15
Third Year		
Fall		
MGT-270 or MGT-350	Financial Management ² or Business Research Methods	3
Select one of the following: ²		3
Core Course		
Elective		
Core Course		3
Core Course		3

Elective		3
Credits		15
Spring		
MGT-270 or MGT-350	Financial Management ² or Business Research Methods	3
Select one of the following: ²		3
Core Course		
Elective		
Select one of the following: ³		3
MGT-390	Marketing Communications	
Marketing Elective		
Core Course		3
Core Course		3
Credits		15
Fourth Year		
Fall		
MGT-300 or MGT-403	Ethics for Business ² or Business Law-Labor Law	3
Select one of the following: ³		3
MGT-390	Marketing Communications	
Marketing Elective		
Select one of the following: ²		3
MGT-422	Marketing Strategies	
Elective		
MGT-490 or MGT-491	Strategic Business Planning Capstone ² or Professional Internship in Business	3-4
Elective		3
Credits		15-16
Spring		
MGT-300 or MGT-403	Ethics for Business ² or Business Law-Labor Law	3
MGT-490 or MGT-491	Strategic Business Planning Capstone ² or Professional Internship in Business	4
Select one of the following: ²		3
MGT-422	Marketing Strategies	
Marketing Elective		
Elective		3
Elective		3
Credits		16
Total Credits		124-125

¹ One in Spring Year 1 and one in Fall Year 2.

² One each semester.

³ One in Spring Year 3 and one in Fall Year 4.