

School of Business - Marketing, BS				
Catalog Year: 2019 - 2020		Grades		
Mason Core Requirements (26 credits)	Course Information	Credits	Earned	Needed
Written Communication	ENGH 101 (100)	3		
Oral Communication		3		
*Quantitative Reasoning	*Satisfied by Major Requirement (MATH 108, 113, or 114)			
*Information Technology	*Satisfied by Major Requirement (MIS 303)			
Arts		3		
*Global Understanding	*Satisfied by Major Requirement (BUS 200)			
Literature		3		
Natural Science (lab science)		4		
Natural Science (lab science)		4		
*Social and Behavioral Sciences	*Satisfied by Major Requirement (BUS 100)			
Western Civilization/World History		3		
Written Communication	ENGH 302	3		
*Synthesis	*Satisfied by Major Requirement (BUS 498)			
School of Business students required to complete 8 credits of natural science by completing two 4-credit laboratory sciences				
Business Foundation Requirements (27-28 credits)				
ACCT 203	Survey of Accounting	3		
BUS 100	Business and Society	3		
BUS 103	Develop Professional Skills I: Foundational Elements	3		
BUS 200	Global Environment of Business	3		
BUS 210	Business Analytics I	3		
BUS 310	Business Analytics II	3		
ECON 103	Contemporary Microeconomic Principles	3		
ECON 104	Contemporary Macroeconomic Principles	3		
MATH 108, MATH 113, or MATH 114	Intro Calculus with Business Applications	3-4		
Business Core Requirements (24 credits)				
ACCT 303	Accounting for Decision Making	3		
BULE 303	Legal Environment of Business	3		
BUS 303	Develop Professional Skills II: Advanced Elements	3		
FNAN 303	Financial Management	3		
MGMT 303	Principles of Management	3		
MIS 303	Introduction to Business Information Systems	3		
MKTG 303	Principles of Marketing	3		
OM 303	Operations Management	3		
Marketing Major Requirements (21 credits)				
Required Courses (9 credits)				
MKTG 312	Consumer Behavior	3		
MKTG 351	Marketing Research	3		
MKTG 471	Marketing Management	3		
Marketing Major Elective (12 credits): Select 12 credits from the approved list to fulfill the elective requirement as well as any other 300-400 level MKTG courses. Except MKTG 303 Principles of Marketing		12		
Marketing Major Elective #1:				
Marketing Major Elective #2:				
Marketing Major Elective #3:				
Marketing Major Elective #4:				
A grade of C or higher must be earned in the business foundations, business core and major requirements				
Major Capstone Course	BUS 498	3		
Additional Electives (18-19 credits)		18-19		
Degree Notes				
Approx. 18-19 remaining credits may be completed with elective courses to bring the degree total to 120 with 45 of these credits at the 300/400 level				

## Catalog Year 2019-2020 Sample 4-Year Schedule BS in Marketing

### FIRST YEAR

<u>Semester 1 - Fall</u>	Credits	<u>Semester 2 - Spring</u>	Credits
ECON 103 or MATH 108*	3	ECON 103 or MATH 108*	3
BUS 103 or COMM 101*	3	BUS 103 or COMM 101*	3
ENGH 101* (or 100) or BUS 100*	3 (or 4)	ENGH 101* (or 100) or BUS 100*	3 (or 4)
Fine Arts* or HIST 100*/125*	3	ECON 104	3
General Elective (MATH 008 self-paced tutorial if needed)	3 (0)	Laboratory Science*	4
Semester Credits:	15	Semester Credits:	16
Cumulative Credits:	15	Cumulative Credits:	31

### SECOND YEAR

<u>Semester 3 - Fall</u>	Credits	<u>Semester 4 - Spring</u>	Credits
ACCT 203 Survey of Accounting	3	MGMT 303 Principles of Management	3
BUS 200* Global Environment of Business	3	MKTG 303 Principles of Marketing	3
BUS 210 Business Analytics I	3	BUS 310 Business Analytics II	3
Laboratory Science*	4	Fine Arts* or HIST 100*/125*	3
Literature*	3	General Elective	3
Semester Credits:	16	Semester Credits:	15
Cumulative Credits:	47	Cumulative Credits:	62

### THIRD YEAR

<u>Semester 5 - Fall</u>	Credits	<u>Semester 6 - Spring</u>	Credits
MKTG 312 Consumer Behavior	3	MKTG 351 Marketing Research	3
ACCT 303 Accounting for Decision Making	3	MKTG Elective	3
MIS 303* Management Info Systems	3	BULE 303 Legal Environment of Business	3
ENGH 302 (Business section recommended)	3	FNAN 303 Financial Management	3
General Elective	3	General Elective	3
Semester Credits:	15	Semester Credits:	15
Cumulative Credits:	77	Cumulative Credits:	92

### FOURTH YEAR

<u>Semester 7 - Fall</u>	Credits	<u>Semester 8 - Spring</u>	Credits
MKTG Elective	3	MKTG 471 Marketing Management	3
MKTG Elective	3	MKTG Elective	3
BUS 303 Professional Skills II	3	BUS 498* Business Capstone	3
OM 303 Operations Management	3	General Elective	3
General Elective	3	General Elective	1
Semester Credits:	15	Semester Credits:	13
Cumulative Credits:	107	Cumulative Credits:	120

## Marketing Electives:

MKTG 311	Sales Management	MKTG 353	New Product Development
MKTG 313	Integrated Marketing Communications	MKTG 407	International Marketing
MKTG 315	Internet Marketing	MKTG 455	Ethnic & Multicultural Marketing
MKTG 332	Retailing & E-Commerce Management	MKTG 462	Honors Seminar in Marketing
MKTG 333	Business to Business Marketing	MKTG 481	Marketing in the Nonprofit Sector
MKTG 352	Marketing Analytics for New Product Development	MKTG 491	Seminar in Marketing
		MKTG 499	Independent Study
		MKTG 492	Internship

## SCHOOL OF BUSINESS POLICIES

### Minimum Grade

- All School of Business Courses require a minimum grade of C.
- Finance majors are required to earn a B- or higher in FNAN 303

### Termination Policy

- Students will not be permitted to make more than three attempts to achieve a C or higher in the following School of Business Core courses:
  - ACCT 303/ACCT 330
  - BULE 303
  - BUS 303
  - FNAN 303
  - MGMT 303
  - MIS 303
  - MKTG 303
  - OM 303
- Accounting majors will not be permitted to make more than three attempts to achieve a C or higher in Accounting Major courses.
- Once a student has attempted a School of Business Core or Accounting major course twice unsuccessfully, they must meet with an academic advisor in order to receive an override to register for the third attempt. Those who do not successfully complete these core courses within three attempts will be terminated from their major and will not be eligible to receive a degree from the School of Business. Students terminated from the School of Business are prohibited from enrolling in any School of Business course.

## \*MASON CORE

The Mason Core is Mason's general education program that builds the foundation for The Mason Graduate. All undergraduates seeking a baccalaureate degree must complete Mason Core requirements.

Mason Core Requirement:	Course:
Written Communication	ENG 101 (or 100)
Oral Communication	COMM 101
Quantitative Reasoning	MATH 108
Information Technology and Computing	MIS 303
Art	Approved course from <a href="http://catalog.gmu.edu/mason-core">catalog.gmu.edu/mason-core</a>
Global Understanding	BUS 200
Literature	Approved course from <a href="http://catalog.gmu.edu/mason-core">catalog.gmu.edu/mason-core</a>
Natural Science	Approved Lab Science from <a href="http://catalog.gmu.edu/mason-core">catalog.gmu.edu/mason-core</a>
Social and Behavioral Sciences	BUS 100
Western Civilization/World History	HIST 100 or 125
Written Communication (Upper Level)	ENGH 302
Capstone/Synthesis	BUS 498