

Sample Four-year Plan for Marketing

Note: The four-year plan is for example purposes only. Students should refer to the catalog in effect upon their entry to Viterbo for more specifics on requirements of the core curriculum, major, and degree. Some courses have certain semester rotations that may or may not be reflected below. Your advisor will assist you with actual registration planning to accommodate these rotations. For complete information, see the current undergraduate catalog.

Fall Semester – First Year		Spring Semester – First Year	
ENGL 103/104/105 – CCF Written Communication	3–4	ENGL 104/105/195 – CCF Written Communication	3–4
VUSM FVT – Franciscan Values and Traditions	3	CCWOT (Recommend Historical Analysis)	3
ECON 102 – Microeconomics	3	CCWOT (Recommend Theological Inquiry)	3
INFO 103 – Spreadsheet Fundamentals	1	ACCT 211 – Financial Accounting	3
MATH 112 – College Algebra ¹ (CCF Quantitative Literacy)	3	ECON 101 – Macroeconomics	3
MGMT 101 – Introduction to Business	1		
TOTAL CREDITS	14–15	TOTAL CREDITS	15–16
Fall Semester – Second Year		Spring Semester – Second Year	
VUSM LDW – Living in a Diverse World	3	CCF Oral Communication (Recommend MGMT 203)	2
MGMT 243 – Interpersonal Management Skills	2	CCWOT (Recommend Natural Science)	4
MGMT 230 – Managerial Statistics	3	MATH 270 – Managerial Mathematics	3
MGMT 210 – Management Information Systems Concepts and Applications		MGMT 300 – Business and Professional Writing (CCF Written Communication II)	3
MKTG 351 – Principles of Marketing	3	MGMT 250 – Personal and Professional Branding	2
		General Elective/Minor ²	3
TOTAL CREDITS	15	TOTAL CREDITS	17
Fall Semester – Third Year		Spring Semester – Third Year	
CCWOT (Recommend Philosophical Inquiry)	3	CCWOT (Recommend Literary Analysis)	3
BLAW 343 – Legal and Ethical Environment of Business	3	MGMT 374 – Systems Thinking and Leadership Seminar (CCVUSM Serving the Common Good)	3
FINA 331 – Financial Management	3	MKTG 361 – Web Design and Analytics	3
MGMT 341 – Principles of Management and Organizational Behavior	3	MKTG 354 – Social Media and Innovative Marketing	3
MKTG 362 – New Media Marketing	3	General Elective/Minor ²	1–3
TOTAL CREDITS	15	TOTAL CREDITS	13–15
Fall Semester – Fourth Year		Spring Semester – Fourth Year	
CCWOT (Recommend Artistic Engagement)	3	CCWOT (Recommend Integrating Faith and Practice)	3
MKTG 353 – Market Research	3	CCWOT (Recommend Social Science)	3
MKTG 356 – Professional Selling	3	VUSM TEL – The Ethical Life	3
MKTG 450 – Integrated Marketing Communications	3	MGMT 449 – Global Strategic Management	3
MKTG 487 – Marketing Internship	4	MGMT 492 – Comprehensive Capstone	1
		General Elective/Minor ²	3
TOTAL CREDITS	16	TOTAL CREDITS	16

NOTES

¹MATH 112 not needed if placed into MATH 270.

²Students must complete 120 credits (including 40 credits upper division) for B.B.A. degree.