

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
SVLD 260 – Foundations of Servant Leadership	3	CCWOT (Recommend Natural Science)	4
MGMT 230 – Managerial Statistics	3	MATH 270 – Managerial Mathematics	3
MGMT 210 – Management Information Systems Concepts and Applications	3	General Elective/Minor ²	3
MKTG 351 – Principles of Marketing	3	MGMT 250 – Personal and Professional Branding	2
		MGMT 300 – Business and Professional Writing (CCF Written Communication II)	3
TOTAL CREDITS	15	TOTAL CREDITS	17
Fall Semester – Third Year		Spring Semester – Third Year	
CCWOT (Recommend Social Sciences)	3	CCWOT (Recommend BUSL 402 – Ethical Leadership for Philosophical Inquiry)	3
BLAW 343 – Legal and Ethical Environment of Business	3	MGMT 341 – Principles of Management and Organizational Behavior	3
FINA 331 – Financial Management	3	MKTG 354 – Social Media and Innovative Marketing	3
MGMT 374 – Systems Thinking and Leadership Seminar (CCVUSM Social Justice and Equity)	3	MKTG 361 – Web Design and Analytics	3
MKTG 353 – Marketing Research	3	MKTG 487 – Marketing Internship	4
TOTAL CREDITS	15	TOTAL CREDITS	16
Fall Semester – Fourth Year		Spring Semester – Fourth Year	
CCWOT (Recommend Artistic Engagement)	3	VUSM TEL – The Ethical Life	3
MKTG 356 – Professional Selling	3	CCWOT (Recommend Integrating Faith and Practice)	3
MKTG 450 – Integrated Marketing Communications	3	CCWOT (Recommend Literary Analysis)	3
General Elective/Minor ²	3	MKTG 362 – New Media Marketing	3
General Elective/Minor ²	1–3	MGMT 449 – Global Strategic Management	3
		MGMT 492 – Comprehensive Capstone	1
TOTAL CREDITS	13–15	TOTAL CREDITS	16

NOTES

¹MATH 112 not needed if placed into MATH 270.

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