

# 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
MATH 112 – College Algebra <sup>1</sup> (CCF Quantitative Literacy)	3	CCWOT (Recommend Theological Inquiry)	3
ECON 102 – Microeconomics	3	ACCT 211 – Financial Accounting	3
INFO 103 – Spreadsheet Fundamentals	1	ECON 101 – Macroeconomics	3
MGMT 101 – Introduction to Business	1		
<b>TOTAL CREDITS</b>	<b>14–15</b>	<b>TOTAL CREDITS</b>	<b>15–16</b>
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
MATH 130 – Introductory Statistics	3	MGMT 300 – Business and Professional Writing (CCF Written Communication II)	3
MGMT 210 – Management Information Systems Concepts and Applications	3	MATH 270 – Managerial Mathematics	3
MKTG 351 – Principles of Marketing	3	MGMT 250 – Personal and Professional Branding	2
		General Elective/Minor <sup>2</sup>	3
<b>TOTAL CREDITS</b>	<b>15</b>	<b>TOTAL CREDITS</b>	<b>17</b>
Fall Semester – Third Year		Spring Semester – Third Year	
MGMT 374 – Diversity in Global Business (VUSM Social Justice and Equity)	3	CCWOT Philosophical Inquiry (Recommend BUSL 402)	3
CCWOT (Recommend Social Sciences)	3	MGMT 341 – Principles of Management and Organizational Behavior	3
BLAW 343 – Legal and Ethical Environment of Business	3	MKTG 354 – Social Media and Innovative Marketing	3
FINA 331 – Financial Management	3	MKTG 361 – Web Design and Analytics	3
MKTG 353 – Marketing Research	3	MKTG 487 – Marketing Internship	4
<b>TOTAL CREDITS</b>	<b>15</b>	<b>TOTAL CREDITS</b>	<b>16</b>
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 362 – New Media Marketing	3	CCWOT (Recommend Literary Analysis)	3
MKTG 450 – Integrated Marketing Communications	3	MGMT 449 – Global Strategic Management	3
General Elective/Minor <sup>2</sup>	3	MGMT 492 – Comprehensive Capstone	1
General Elective/Minor <sup>2</sup>	1–3		
<b>TOTAL CREDITS</b>	<b>16–18</b>	<b>TOTAL CREDITS</b>	<b>13</b>

## NOTES

<sup>1</sup>MATH 112 not needed if placed into MATH 270.

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