

# Bachelor Of Science in Marketing

## Program Overview

The Bachelor of Science in Marketing at Manchester University offers a comprehensive curriculum that blends foundational business principles with specialized marketing strategies. As an MU marketing major, you'll engage in real-world marketing research, gain hands-on experience and develop critical skills that are highly valued in a competitive job market.

Our marketing degree program emphasizes innovation, ethical practices and strategic thinking, with experiential learning that prepares you to tackle diverse challenges in a wide range of marketing careers. You'll learn the nuts and bolts of marketing, including social media management, press release creation, content generation and the creative process behind ad campaigns.

Manchester marketing graduates, recognized for their adaptability and strategic problem-solving skills, successfully navigate various roles, from digital marketing to brand management. With our major in marketing, you'll benefit from professional development opportunities, faculty mentorship and a supportive network of peers and professionals throughout your marketing career.

## Degree Requirements

To earn this degree, students must have a GPA of 2.0 or higher in the Major as well as an overall GPA of 2.0, complete a minimum of 120 credit hours, and fulfill the course requirements of the program listed below.

\*This is a sample plan; specific courses may vary from year to year. Academic advisors will work with each student to develop their individual schedule.

	Major-Specific Required Courses		CREDITS
✓			
	ACCT 200	Foundations of Accounting	3
	ART 261^	Graphic Design Concepts & Vectors	3
	BUS 111	Foundations of Business	3
	BUS 209	Intro to Sales	3
	BUS 210	Business Data Analysis	3
	BUS 234	Principles of Marketing	3
	BUS 250	Business Economics	3
	BUS 301	Promotion and Advertising	3
	BUS 306	Digital Marketing	3
	BUS 313	Business Law I	3
	BUS 435	Internship	3
	BUS 445	Marketing Management	3
	BUS 461	Marketing Research	3
	BUS 474	Case Studies in Business	3
	BUS 485	Seminar	3
	FIN 120	Wealth Creation and Financial Stewardship	3
	FIN 333	Principles of Finance	3
	MATH 211^	Quantitative Skills for Business	3

Total Program Credits: 120+

MAJOR	*Options
CORE	^CORE equivalent
ELECTIVE/MINOR	
EXPERIENTIAL	

	CORE		CREDITS
✓		Foundation	
	LA-FWS	First-Year Writing Seminar	3
	LA-FCS	First-Year Communication Seminar	3
	LA-FQR	Quantitative Reasoning	3-4
	LA-FSS	First Year Success Seminar	1
	LA-FCG	Cultural and Global Understanding	3-5
		Exploration	
	LA-EAH	Arts and Humanities	3
	LA-ENS	Natural Sciences	3-6
	LA-ESS	Social Sciences	3-4
		Transformation	
	LA-TFR	Faith, Reason, and Ethics	3
	LA-TBI	Big Issues - 2 courses	6-7
	LA-TCE	Creative Expression	1-3
		Additional credits to bring total to 120+ credits	CREDITS
✓		Electives	
		Experiential Learning	

Example Course Sequence:

The following is a sample of a semester-by-semester approach to completing this program in 4 years.

YEAR 1						
FIRST SEMESTER						
COURSE		CREDITS	PREREQUISITES			
FIN 120	Wealth Creation and Financial Stewardship	3				
BUS 111	Foundations of Business	3				
LA-FWS	First-Year Writing Seminar	3				
LA-FCS	First-Year Communication Seminar	3				
LA-FSS	First Year Success Seminar	1				
JAN TERM						
COURSE		CREDITS				
ELECTIVE/MINOR		3				
SECOND SEMESTER						
COURSE		CREDITS				
BUS 234	Principles of Marketing	3	BUS 111			
BUS 210	Business Data Analysis	3				
LA-EAH	Arts and Humanities	3				
LA-ENS	Natural Sciences	3				
ELECTIVE/MINOR		3				
		31				

YEAR 2						
THIRD SEMESTER						
COURSE		CREDITS	PREREQUISITES			
ACCT 200	Foundations of Accounting	3				
BUS 209	Intro to Sales	3				
BUS 250	Business Economics	3				
LA-ESS	Social Sciences	3				
ELECTIVE/MINOR		3				
JAN TERM						
COURSE		CREDITS				
ELECTIVE/MINOR		3				
FOURTH SEMESTER						
COURSE		CREDITS				
ART 261^	Graphic Design Concepts & Vectors	3				
MATH 211^	Quantitative Skills for Business	3				
LA-TFR	Faith, Reason, and Ethics	3				
ELECTIVE/MINOR		3				
		30				

4-Year Sample Schedule Cont.

YEAR 3			
FIFTH SEMESTER			
COURSE		CREDITS	PREREQUISITES
BUS 301	Promotion and Advertising	3	BUS 234
BUS 306	Digital Marketing	3	BUS 111
FIN 333	Principles of Finance	3	ACCT 200
BUS 313	Business Law I	3	
ELECTIVE/MINOR		3	
JAN TERM			
COURSE		CREDITS	
EXPERIENTIAL		3	
SIXTH SEMESTER			
COURSE		CREDITS	
BUS 435	Internship	3	
LA-TBI	Big Issues - 2 courses	3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
		30	

YEAR 4			
SEVENTH SEMESTER			
COURSE		CREDITS	PREREQUISITES
BUS 461	Marketing Research	3	BUS 234 and MATH 211
LA-FCG	Cultural and Global Understanding	3	
LA-TBI	Big Issues - 2 courses	3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
JAN TERM			
COURSE		CREDITS	
EXPERIENTIAL		3	
EIGHTH SEMESTER			
COURSE		CREDITS	
BUS 474	Case Studies in Business	3	BUS 120 or 111, BUS 313 and FIN 333
BUS 445	Marketing Management	3	BUS 234
BUS 485	Seminar	3	
EXPERIENTIAL		3	
		30	
	TOTAL CREDITS	121	