Marketing Major

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Program: Marketing
Type: Bachelor of Business Administration

About

Marketing is the lifeline that connects organizations with consumers. The discipline covers a broad range of areas from knowledge of human behavior and market research to strategy and creative expression to drive a desired outcome. As a Marketing student, you will learn how to access real-time information, analyze data, solve problems and communicate results. You will also learn how to develop and implement consumer and business-to-business products and services, and how to strategically manage product pricing, promotion and distribution.

Plus, Marketing majors have the opportunity to further specialize with concentrations in Digital Marketing and in Business Development.

Major in Marketing leads to a degree of Bachelor of Business Administration.

PRIMARY MAJOR (125 Credits)

125 credits are required to complete Marketing as the primary major and the Bachelor of Business Administration degree. For students seeking the Bachelor of Business Administration, Honors degree and Marketing as the primary major, 126 credits are required.

Marketing Major Courses (18 Credits)

Marketing major requires **six (6)** unique MKT courses.

Course	Title	Credits
MKT 2197	Marketing Research	3
MKT 2375	Marketing Management	3

Plus four (4) additional Marketing elective courses from the following list:

Course	Title	Credits
MKT 2120	Buyer Behavior	3
MKT 2220	Integrated Marketing Communica	3
MKT 2224	Professional Selling	3
MKT 2225	Strategic Account Management	3
MKT 2230	Marketing of Services	3
MKT 2235	Sports Marketing	3
MKT 2240	Marketing Analytics	3
MKT 2270	Brand Management	3
MKT 2280	Global Marketing	3
MKT 2285	Social Media Marketing	3
MKT 2290	Digital Marketing	3
MKT 2349	Special Topics in Marketing	3
MKT 4132	Seminar in Marketing	3

Note:

- MKT 3450 and MKT 3470 do not count toward Marketing elective courses.
- CHE 2900 Global Pharmaceutical Industry may fulfill a marketing elective requirement.

Core Curriculum Requirements (89 Credits)

Augustinian Values (18 Credits)

Course	Title	Credits
ACS 1000	Ancients	3
ACS 1001	Moderns	3
ETH 2050	The Good Life:Eth & Cont Prob	3
PHI 1000	Knowledge, Reality, Self	3
THL 1000	Faith, Reason, and Culture	3
	THL Elective	3

Math and Science (11 Credits)

Course	Title	Credits
	Business Statistics	4
	Computer Science OR Natural Science	3
MAT 1500	Calculus I	4

Humanities and Social Sciences (15 Credits)

Course	Title	Credits
	Behavioral Science	3
	Computer Science OR Natural Science OR Social Science	3
	History Elective	3
	Humanities Elective	3
	The Literary Experience	3

Business Core Requirements (45 Credits)

Course	Title	Credits
ECO 1001	Intro to Micro	3
ECO 1002	Intro to Macro	3
ECO 3108	Global Political Econ	3
VSB 0099	B2B:FR Experience	
VSB 1000	Information Technology	1
VSB 1015	Business Dynamics	3
VSB 2000	Backpack-to-Briefcase:SO Sem	1
VSB 2004	Financial Accounting	3
VSB 2006	Introduction to MIS	3
VSB 2007	Corp Respon & Regulation	3
VSB 2008	Business Analytics	3
VSB 2009	Principles of Finance	3
VSB 2014	Principles of Managerial Acct	3
VSB 2020	Competitive Effectiveness	6
VSB 3000	Backpack-to-Briefcase:JR Sem	1
VSB 3008	Operations&Supply Chain Mgmt	3
VSB 4002	Strategic Think & Implem	3

Elective Requirements (18 Credits)

Course	Title	Credits
	Non-Business Elective	3
	Free Electives	15

Degree Credit Summary

- **Major Course Requirements**: 18 Credits
- **Core Curriculum Requirements**: 89 Credits
  - Augustinian Values (18 cr.)
  - Math and Science (11 cr.)
  - Humanities and Social Sciences (15 cr.)
  - Business Core Requirements (45 cr.)
- **Elective Requirements**: 18 Credits
- **Total Credits**: 125 Credits

Additional Information

- All Arts and Sciences core courses, business core courses (*except VSB 0099 – 0 cr. and VSB 1000 – 1 cr.*), major courses, minor courses, and concentration courses must be taken for a letter grade.

- One credit courses {except ACC 2020, COM 5300, EGEN 2100 (for Engineering EENT or EESI minor), FIN 2121, VSB 1000, VSB 2000, VSB 2121, and VSB 3000} **may not** satisfy degree requirements, including free electives.
  - Three ACC 2020 (1 cr.) on the following topics may satisfy a free elective requirement:
    - Introduction to Forensics for Accountants
    - Introduction to Deals Advisory for Accountants
    - Introduction to Digital & Cyber-security for Accountants
  - Three COM 5300 (1 cr.) on different topics may satisfy a non-business or a free elective requirement.

- Two 1.5 credit Villanova Integrated Academics (VIA) courses may be combined to fulfill a non-business elective or a free elective requirement.

- An "S/U" grade (Satisfactory/Unsatisfactory Option) is only permitted for a non-business elective or free electives. See the *Satisfactory/Unsatisfactory Option* section for more information.

- **A course that fulfills a major and co-major requirement can satisfy a maximum of two requirements - no triple dipping**. For example, MGT 3170 cannot fulfill a Management major, a Business Analytics co-major, AND a Free Elective.

SECONDARY MAJOR (18 Credits)

Students who declare Marketing as a **secondary major** must complete all marketing major courses to earn this major. Secondary marketing major courses may fulfill the free elective requirements.

Category Descriptions

THL Elective

Credits: 3

Choose from:

- Any 3 cr. THL course with course number 2000 or above, except THL 6050 or THL 6051
- Any 3 cr. course with the ATHL, CTHL, or THL course attribute, except THL 1000, THL 6050, or THL 6051.
- For VSB students, the following courses may also fulfill the THL EL requirement:
  - HON 1053, HON 2003, HON 4800, or HON 4801
  - HUM 2001 or HUM 5800

Business Statistics

Credits: 4

VSB students are required to take STAT 1430 (Business Statistics).

For transfer students who have taken both STAT 1230 (3 cr.) and STAT 1235 (3 cr.) prior to transfer, credit will be given for STAT 1430 only. STAT 1230 should be moved to the "Over the Limit" section in the Degree Work audit and it will not fulfill any degree requirement.

Computer Science OR Natural Science

Credits: 3

Computer Science

Choose from:

Course	Title	Credits
CSC 1010	Programming for All	3
CSC 1035	Databases for Many Majors	3
CSC 1051	Algorithms & Data Struc I	4
CSC 1052	Algorithms & Data Struc II	4
CSC 1300	Discrete Structures	3

Natural Science

Choose from:

- Any 3 cr. Astronomy & Astrophysics course
- Any 3 cr. Biology course
- Any 3 cr. Chemistry course
- Any 3 cr. Meteorology course
- Any 3 cr. Physics course
- Any 3 cr. course with AST or BIO or CHM or PHY course attribute
- GEV 1050, GEV 1051, GEV 1052, or GEV 1053
- HON 2570, HON 5050, HON 5051

Note: the following courses do not fulfill the Natural Science requirement:

- BIO 1903, BIO 1906, BIO 2993, BIO 2996
- CHM 1903 , CHM 1906, CHM 1909, CHM 2993, or CHM 2996

A science lab is not required.

Behavioral Science

Credits: 3

Choose from:

- Any 3 cr. PSY course
- Any 3 cr. SOC course
- Any 3 cr. course with PSY or SOC course attribute
- HON 4700, HON 4701, HON 4900, or HON 4950

- IS 4100
- SCSC 1975

Note: the following courses do not fulfill the Behavioral Science requirement:

- PSY 2993 or PSY 2996
- SOC 1903, SOC 1906, SOC 1909, SOC 2993, or SOC 2996

Computer Science OR Natural Science OR Social Science

Credits: 3

Computer Science

Course	Title	Credits
CSC 1010	Programming for All	3
CSC 1035	Databases for Many Majors	3
CSC 1051	Algorithms & Data Struc I	4
CSC 1052	Algorithms & Data Struc II	4
CSC 1300	Discrete Structures	3

Natural Science

Choose from:

- Any 3 cr. Astronomy & Astrophysics course
- Any 3 cr. Biology course
- Any3 cr. Chemistry course
- Any 3 cr. Meteorology course
- Any 3 cr. Physics course
- Any 3 cr. course with AST or BIO or CHM or PHY as a course attribute
- GEV 1050, GEV 1051, GEV 1052, or GEV 1053
- HON 2570, HON 5050, HON 5051

Note: the following courses do not fulfill the Natural Science requirement:

- BIO 1903, BIO 1906, BIO 2993, or BIO 2996
- CHM 1903, CHM 1906, CHM 1909, CHM 2993, or CHM 2996

A science lab is not required.

Social Science

Choose from:

- Either AAH 1101 or AAH 1102
- Any 3 cr. Astronomy & Astrophysics course
- Any 3 cr. Biology course, except BIO 1903, BIO 1906, BIO 2993, or BIO 2996
- Any 3 cr. Chemistry course, except CHM 1903, CHM 1906, CHM 1909, CHM 2993, or CHM 2996
- Any 3 cr. Criminology course, except CRM 6003, CRM 6006, or CRM 6009
- CSC 1010
- CSC 1035
- CSC 1051 or CSC 1052
- CSC 1300
- Any 3 cr. Geography and the Environment course, except GEV 1903, GEV 1906, GEV 1909, GEV 2993, or GEV 2996
- Any 3 cr. History course, except HIS 1903, HIS 1906, HIS 1909, HIS 2993 or HIS 2996
- HON 2002
- HON 2560
- HON 2570
- HON 3800
- HON 3850
- HON 4000 or HON 4001
- HON 4200 or HON 4201
- HON 4500 or HON 4501
- HON 4700 or HON 4701
- HON 4900
- HON 4950
- HON 5050 or HON 5051
- HUM 2004
- HUM 2200
- HUM 2300
- HUM 2500
- HUM 3140
- HUM 3200
- HUM 3500
- HUM 5000
- HUM 5110
- IS 4100
- Any 3 cr. LSSC course
- Any 3 cr. Meteorology course
- NS 1100
- Any 3 cr. Public Administration course, except PA 6100
- Any 3 cr. PHY course
- Any3 cr. PSC course, except PSC 6503
- Any 3 cr. PSY course, except PSY 2993 or PSY 2996
- Any 3 cr. SCSC course
- Any 3 cr. SOC course, except SOC 1903, SOC 1906, SOC 1909, SOC 2993, or SOC 2996
- Any 3 cr. course with the following course attributes:
  - AHIS, except HIS 1903, HIS 1906, HIS 1909, HIS 2993 or HIS 2996
  - AST
  - BIO, except BIO 1903, BIO 1906, BIO 2993, or BIO 2996

- CHIS, except HIS 1903, HIS 1906, HIS 1909, HIS 2993 or HIS 2996
- CHM, except CHM 1903, CHM 1906, CHM 1909, CHM 2993, or CHM 2996
- CRM, except CRM 6003, CRM 6006, or CRM 6009
- CSCI, except any internship course
- CSSC - Please exclude all courses that subject code = ECO
- GEV, except GEV 1903, GEV 1906, GEV 1909, GEV 2993, or GEV 2996
- HIS, except except HIS 1903, HIS 1906, HIS 1909, HIS 2993 or HIS 2996
- PA, except PA 6100
- PHY
- PSC, except PSC 6503
- PSY, except PSY 2993 or PSY 2996
- SOC, except SOC 1903, SOC 1906, SOC 1909, SOC 2993, or SOC 2996
- SOCE, except SOC 1903, SOC 1906, SOC 1909, SOC 2993, or SOC 2996

History Elective

Credits: 3

Any course from below may fulfill the HIS EL requirement for a VSB student:

- AAH 1101 or AAH 1102
- Any 3 cr. HIS course, except HIS 1903, HIS 1906, HIS 1909, HIS 2993, or HIS 2996
- HON 2002 , HON 4000, or HON 4001
- HUM 2200, HUM 2500, HUM 5000, or HUM 5110
- NS 1100
- Any 3 cr. course with an AHIS, CHIS, or HIS course attribute, except HIS 1903, HIS 1906, HIS 1909, HIS 2993, or HIS 2996

Humanities Elective

Credits: 3

Choose from American Sign Language, Art & Art History, Classical Studies, English (2000 level or higher), Humanities, *Languages, Philosophy, Studio Art & Music, Theater, or a course with fine arts attribute.

*If a student completed 2 years of a language in high school (*except Arabic, Chinese, Hebrew, Hindustani, Japanese, or Russian*), credit for introductory courses in that language taken at the college level will not satisfy degree requirements, including electives.

The detailed course list:

- Any 3 cr. AAH course, except AAH 1903 or AAH 2993
- Any 3 cr. or more ARB course
- ASL 1111 or ASL 1112
- Any 3 cr. or more CHI course
- Any 3 cr. CLA course
- COM 1300
- ENG 1975 (allowed mostly for the transfer students)
- Any 3 cr. ENG course with course number 2000 or above, except ENG 2021, ENG 2993, ENG 2996, ENG 2998, or ENG 2999
- Any 3 cr. FFS course with course range from 1121-6999, except FFS 2993
- GIS 1100

- Any 3 cr. GRK course with course range from 1121-6999
- Any 3 cr. or more HBW course
- Any 3 cr. or more HIN course
- HON 1000
- HON 1050
- HON 2000
- HON 2550
- HON 3000
- HON 3050
- HON 3100
- HON 4075
- HON 4090
- HON 4300 or HON 4301
- HON 5100
- Any 3 cr. HUM course, except HUM 1903, HUM 1906,HUM 2993, or HUM 2996
- Any 3 cr. IS course with course range from 1121 - 6999, except IS 4100
- Any 3 cr. ITA course with course range from 1121 - 6999, except ITA 2993
- Any 3 cr. or more JPN course
- Any 3 cr. LAT course with course range from 1121 - 6999
- Any 3 cr. LHUM course
- Any 3 cr. PHI course with course range from 1600 - 6999, except PHI 2993 or PHI 2996
- RLL 1000
- SWA 1111 or SWA 1112
- Any 3 cr. or more RUS course
- Any 3 cr. SAR course
- Any 3 cr. SPA course with course range from 1121 - 6999, except SPA 2993
- Any 3 cr. THE course
- Any course with the following course attribute:
  - Any 3 cr. course with APHI course attribute and course range from 2000 to 6999, except PHI 2993 or PHI 2996
  - Any 3 cr. course with CLA course attribute and course range from 0001 to 6999
  - Any 3 cr. course with ENG course attribute and course range from 2000 to 6999, except ENG 2021, ENG 2993, ENG 2996, ENG 2998, or ENG 2999
  - Any 3 cr. course with FINE course attribute and course range from 0001 to 6999
  - Any 3 cr. course with HUM course attribute and course range from 0001 to 6999, except HUM 1903, HUM 1906,HUM 2993, or HUM 2996
  - Any 3 cr. course with PHI course attribute and course range from 2000 to 6999, except PHI 2993 or PHI 2996

The Literary Experience

Credits: 3

VSB students are required to take ENG 1050 (The Literary Experience).

For internal transfer students who have already taken ENG 1975 prior to transfer, ENG 1975 may fulfill the ENG 1050 requirement. Special approval is required for any VSB students wishing to take ENG 1975 and have it counted toward ENG 1050.

Non-Business Elective

Credits: 3

Free Electives

Credits: 15

Five Free Electives