

This **BACHELOR OF ARTS IN MARKETING** offers a curriculum based on theoretical concepts, such as brand management, consumer behavior, business to business marketing that will allow our students to pursue successful careers in media coordination, media buying, market research, public relations, advertising sales and product development.



1	Course Number	Course Title	Credit Hours
	ENC1101	English Composition I*	3
	SPC1600	Introduction to Public Speaking*	3
	EVR1009	Environmental Science*	3
	MAC1105	College Algebra*	3
	PHI2600	Introduction to Ethics*	3

2	Course Number	Course Title	Credit Hours
	ENC1102	English Composition II*	3
	EUH1001	Western Civilization I*	3
	BSC1005	General Biology*	3
	HLP1081	Total Wellness*	3
	STA2023	Statistics*	3

3	Course Number	Course Title	Credit Hours
	AML2020	American Literature*	3
	ECO2013	Principles of Macroeconomics*	3
	GEB1011	Introduction to Business	3
	ACG2001	Principles of Accounting I	3
	MAR1011	Principles of Marketing	3

4	Course Number	Course Title	Credit Hours
	ECO2023	Principles of Microeconomics*	3
	MAR2141	International Marketing	3
	MKA1511	Advertising	3
	MKA2021	Business Management and Consumer Behavior Analysis	3
	MKA2932	Marketing Management	3

5	Course Number	Course Title	Credit Hours
	ACG2011	Principles of Accounting II	3
	PSY2012	General Psychology*	3
	WOH1001	World History*	3
	FRE1121	French I	3
	MAN3011	Distribution Channels	3

6	Course Number	Course Title	Credit Hours
	MKT3022	Services Marketing	3
	GEB2361	Global Business Strategy	3
	MAR3042	Consumer Behavior	3
	FIN2220	Finance	3
	MKT3061	Business To Business Marketing	3

7	Course Number	Course Title	Credit Hours
	MAN3071	Brand Management	3
	MAN3081	Organizational Behavior	3
	LDR3371	Leadership and Communication	3
	MKT3081	Marketing Research	3
	GEB3220	Negotiation	3

8	Course Number	Course Title	Credit Hours
	MKT3082	E-Marketing	3
	MAN3082	Business Management	3
	GEB3520	Pricing and Profitability Decision Making	3
	MAN4092	Promotion Management & Integrated Marketing Communications	3
	MKT4900	Marketing Capstone	3

General education classes are composed of 36 credits and are those University-level courses designed to place emphasis on principles and theory rather than on practical applications associated with a vocational, occupational, or professional objective. **Subject to Change

 /San Ignacio University