



2019-2020 DEGREE REQUIREMENT SUMMARY
B.S. IN MARKETING

GENERAL EDUCATION REQUIREMENTS

- IT 101 Information Technology
- EXP 1 Expository Writing I¹
- EXP 2 Expository Writing II¹
- Literature/Cinema/EMS²
- MA Mathematical Science I³
- MA Mathematical Science II³
- NASC Natural Science (4cr)
- Global Studies: GLS 100, 101, 102, 105, or 116
- HI History
- PH 101 Problems of Philosophy
- PS/SO Behavioral Science
- EC 111 Principles of Microeconomics
- EC 112 Principles of Macroeconomics
- FS 111 First Year Seminar (1cr)

BUSINESS CORE REQUIREMENTS

- GB 110 Legal and Ethical Environment of Business
- GB 112 Tools & Concepts in Accounting & Finance
- GB 212 Practice & Applications in Acct. & Finance
- GB 213 Business Statistics
- GB 214 Marketing-Operations Fundamentals
- GB 215 Human Behavior and Organizations
- GB 310 Business Processes and Systems
- GB 320 General Business Field Project
- GB 410 Global Strategy

Office Notes:

IMPORTANT NOTICE! Students are responsible for understanding all university policies, procedures and requirements. Such information can be found in the Undergraduate Course Catalogue, Registrar's website, and the Student Handbook. Please be aware that overall and major averages must be at least 2.000 for graduation. This information is to help the student in monitoring progress toward the degree. Responsibility for meeting all degree requirements rests with the student.

MAJOR REQUIREMENTS

- MK 322 Marketing Research
- MK 400 Marketing Management⁴
- MK/PRS Marketing/Professional Sales Elective⁵
- MK/PRS Marketing/Professional Sales Elective⁵
- MK/PRS Marketing/Professional Sales Elective⁵
- MK/PRS Marketing/Professional Sales Elective⁵
- Marketing-Related Elective⁶
- Marketing-Related Elective⁶

ELECTIVES^{7, 8}

- MA/NASE Math or Natural Science Elective
- Humanities/Social Science Elective
- Business Related Elective
- Arts & Science Elective
- Arts & Science Elective
- Arts & Science Elective
- Arts & Science Elective
- Arts & Science Elective
- Unrestricted Elective
- Unrestricted Elective

COURSE FOCUS REQUIREMENTS

- U.S. Diversity Intensive (D)
- International Intensive (I)
- Communication Intensive (C)
- Communication Intensive/Major (MK 400)

Approved Minor in _____

Total credits required 122

Note: Transfer students with at least 15 credits in transfer will complete 121 credits.

All courses are 3 credits unless otherwise indicated.

1. Placement in this course is determined by the English and Media Studies department
2. Requirement may be fulfilled with any LIT/CIN/EMS course or MLCH 402, MLFR 304, MLIT 304, MLSP 301, 404, or 405.
3. The Math sequence consists of either MA 123 & MA 126 or MA 131 & MA 139, depending upon departmental placement.
4. MK 400 serves as the senior capstone and requires the prior completion of 2 MK courses (6 credits). This course should be taken senior year.
5. Any MK or PRS courses not otherwise required can fulfill the MK elective requirements. Major electives should be selected in consultation with a faculty mentor.
6. Marketing-related electives can be fulfilled by any AC, AF, FI, IDCC, IPM, MG, MK or PRS courses not otherwise required; any LA course numbered 200 or higher, EC 224, 225, 311, 315, 333, 346, 361, 373, 374, 376, 377, 381, 391, 402, & 454 and CS 350, 360, 401, 402, 421, 440, & 460. SO 263 may also be used as a MG related elective.
7. Elective guidelines are available on the Registrar's website.
8. An optional 12-credit minor program must be pre-approved by the appropriate academic department.

Marketing

Every organization, regardless of whether it is a for-profit, nonprofit, and corporate or government organization, engages in marketing activities. At its core, marketing is ultimately focused on facilitating exchanges that have positive value for everyone involved. Bentley's marketing faculty have won numerous teaching and research awards because they develop courses and research ideas that are at the cutting edge of the constantly changing marketing landscape. The curriculum provides students with the theoretical background and practical experience to start their careers but also to build their successes as their careers progress. Real-world projects and internship-for-credit courses, where students work and gain experience with leading organizations such as Apple, Microsoft, TJX Companies, the Boston Celtics and the Boston Red Sox, ground their education with solid, real experience.

A marketing degree can lead to many career paths in areas such as marketing analytics, brand management, social-media marketing, marketing research, retailing and fashion, sales, advertising and promotion, international marketing, sports marketing and new product development.

Marketing major requirements are flexible. Two required courses provide vital grounding in marketing concepts necessary for all marketing fields. Six elective courses allow students the opportunity to tailor the curriculum to match their career goals.

In addition to the specific major requirements described below, students must also complete the General Education Curriculum, and additional degree requirements for business majors, including the General Business Core, focused-course requirements, and additional electives.

Marketing major prerequisite structure:

Courses	Prerequisites
MK 322	GB 213 (CPR) & GB 214
MK 400	GB 214, 2 MK courses, & CC7
MK/PRS Elective	vary by course
MK/PRS Elective	vary by course
MK/PRS Elective	vary by course
MK/PRS Elective	vary by course
MK Related Elective	vary by course
MK Related Elective	vary by course

CPR= co- or prerequisite

- GB 214 is a prerequisite for taking the more advanced courses for the major. MK majors must complete GB 214 in the sophomore year.
- It is *strongly* recommended that MK 322 is taken during the junior year.
- MK 400 has a prerequisite of 2 completed MK courses (6 credits); this course should be taken in senior year.
- Marketing/Professional Sales Electives: Any four MK or PRS courses beyond those already required.
- Marketing Related Electives
All AC, AF, FI, IDCC, IPM, MG, MK or PRS courses not otherwise required; any LA course numbered 200 or higher (except for LA 402), ID 350, EC 224, 225, 232, 270, 271, 272, 273, 275, 311, 315, 333, 346, 361, 381, 391, 402, & 454 and CS 350, 360, 401, 402, 421, 440, & 460. SO 263 may also be used as a MG related elective.