

2025-2026 Academic Year

Requirements Effective Fall 2023

Min. Grad. Req: 120 Hrs., 30 UD Hrs., 2.0 GPA Institutional & Cumulative

Reviewed by: _____

Date: _____

(B.S.) MARKETING

Name & Student ID #

Expected Graduation Date:

General Education Requirements

- 3 THEO 110 Intro to Christianity
 - 3 BLIT 210 Christian Scriptures
 - 3 CMIN 310 Christian Living
 - 3 ENGL 109 College Writing I
 - 3 ENGL 210 College Writing II (APA)
 - 3 COMM 105 Fundamentals of Communication
 - 3 HIST 200 Western Civilization
 - 6 Approved Humanities Courses*
- Select 3 hours from two different areas:**
Fine Arts, Literature, Philosophy, or SPAN 212

3-8 Elementary Foreign Language I & II (SPAN 111/112 or FREN 101/102)
OR an approved Intercultural Understanding course*

6-7 Choose one Physical Science and one Biological Science – **one must include a lab***
Biological Science: _____
Physical Science: _____

- * See olivet.edu/registrar for an approved list of courses
- Students completing a minor must complete a minimum of 6 unique hours between major and minor.
- Students pursuing a double major or greater must complete a minimum of 20 unique hours (excludes supporting courses)

Major: 52-55 Hours (2.0 GPA Required)

- 4 ACCT 110 Financial Accounting
- 3 BSNS 160 Principles of Management
- 3 BSNS 171 Business Computer Apps/Comm.
- 1 BSNS 197 Career Management I
- 3 BSNS 202 Pers. Finance & Stewardship (GER: STWD)
- 3 BSNS 241 Business Statistics
- 3 BSNS 253 Principles of Marketing
- 1 BSNS 297 Career Management II
- 3 BSNS 351 Business Law I
- 3 BSNS 390 Salesmanship
- 3 BSNS 394 Global Marketing Mgmt. & Product Launch
- 3 BSNS 403 Management Info Systems
- 3 BSNS 440 Marketing Research
- 3 BSNS 457 Advertising and Promotions
- 3 BSNS 467 Digital & Emerging Marketing Technology
- 0-3 BSNS 489 Internship
- 3 BSNS 490 Business Policy and Strategy
- 3 BSNS 497 Leadership and Business Ethics
- 3 ECON 110 Principles of Economics (GER: SOC SCI)

Marketing Agency 1-4 (All Concentrations)

- 1 BSNS 371 Fall Marketing Agency 1
- 1 BSNS 372 Spring Marketing Agency 2
- 1 BSNS 471 Fall Marketing Agency 3
- 1 BSNS 472 Spring Marketing Agency 4

And completion of one concentration:

A. Marketing Management Concentration (10 Hours)

Select 3 courses from the following (at least 2 must be from ACCT/BSNS/ECON)

- 4 ACCT 111 Managerial Accounting
- 3 ART 200 Intro to Graphics**
- 3 BSNS 150 Entrepreneurship & Small Business Management
- 3 BSNS 315 Federal Seminar
- 3 BSNS 352 Business Law II
- 3 BSNS 356 Retail Merchandising
- 3 COMM 342 Persuasion and Media Influence **OR** COMM 331 Public Relations Writing
- 3 COMM 362 Social Media Strategies
- 3 ECON 365 International Trade and Finance

B. Commercial Graphics Concentration (9 Hours)**

Select 3 course from the following:

- 3 ART 200 Intro to Graphics
- 3 ART 275 Photoshop
- 3 ART 320 Package Design
- 3 ART 359 Advertising and Publication

C. Corporate Relations Concentration (9 Hours)

- 3 COMM 132 Intro to Public Relations
- AND select two from the following courses:*
- 3 COMM 141 Intro to Journalism
 - 3 COMM 305 Professional Communication
 - 3 COMM 325 Event Planning
 - 3 COMM 342 Persuasion and Media Influence
 - 3 COMM 362 Social Media Strategies

D. International Marketing Concentration (3-12 Hours)

Choose one study abroad option

- 12 Approved Study Abroad Program **OR**
- 3 BSNS 494 Global Immersion (GER: IU)

Required Supporting Courses (All Concentrations):

- 3-4 MATH 117 Finite Math (GER: MATH) **OR** MATH 137 Applied Calculus (GER: MATH) **OR** MATH 147 Calculus I (GER: MATH)

Recommended Supporting Course:

- 3 BSNS 494 Global Immersion (GER:IC)

** Students are required to have an Apple device in compliance with Art Department guidelines.