

MARKETING

B.S.

NAME	I.D.#	Expected Grad Date	Degree
General Education Requirements			
<u>3</u>	THEO 110 Intro to Christianity		
<u>3</u>	BLIT 210 Christian Scriptures		
<u>3</u>	CMIN 310 Christian Living		
<u>3</u>	ENGL 109 College Writing I		
<u>3</u>	ENGL 210 College Writing II		
<u>3</u>	COMM 105 Fundamentals of Communication		
<u>3</u>	HIST 200 Western Civilization		
<u>6</u>	Approved Humanities Courses* Select 3 hours from <u>two</u> different areas: Fine Arts, Literature, Philosophy, SPAN 212		
<u>3-8</u>	Elementary I & II Foreign Lang.(SPAN 111&112 OR FREN 101& 102) OR approved International Culture course*		
<u>6-7</u>	Choose one Physical Science and one Biological Science – one must include a lab* Biological _____ Physical _____		
*See olivet.edu/registrar for approved list of courses			
Major: 58-70 hours – 2.000 required in major			
<u>4</u>	ACCT 110 Financial Accounting		
<u>3</u>	BSNS 160 Principles of Management		
<u>3</u>	BSNS 171 Business Comp Apps/Comm.		
<u>1</u>	BSNS 197 Career Management I		
<u>3</u>	BSNS 202 Personal Fin. & Stewardship (GER)		
<u>3</u>	BSNS 241 Business Statistics		
<u>3</u>	BSNS 253 Principles of Marketing		
<u>1</u>	BSNS 297 Career Management II		
<u>3</u>	BSNS 351 Business Law I		
<u>3</u>	BSNS 390 Salesmanship		
<u>3</u>	BSNS 394 Global Marketing MGMT & Prod. Launch		
<u>3</u>	BSNS 403/503 Management Info Systems*		
<u>3</u>	BSNS 440 Marketing Research		
<u>3</u>	BSNS 457 Advertising and Promotions		
<u>3</u>	BSNS 467 Digital & Emerging Marketing Tech.		
<u>3</u>	BSNS 490/590 Business Policy & Strategy*		
<u>3</u>	BSNS 497/597 Leadership & Business Ethics*		
<u>3</u>	ECON 110 Principles of Economics		
<u>0-4</u>	BSNS 489 Internship OR		
<u>3</u>	BSNS 589 Internship*		
Required of All Concentrations:			
<u>1</u>	BSNS 371 Fall Marketing Agency 1		
<u>1</u>	BSNS 372 Spring Marketing Agency 2		
<u>1</u>	BSNS 471 Fall Marketing Agency 3		
<u>1</u>	BSNS 472 Spring Marketing Agency 4		
AND Completion of one of the following concentrations:			
A. Marketing Management Concentration:			
Select 3 courses from the following (at least 2 must be from ACCT, BSNS, or ECON):			
<u>4</u>	ACCT 111 Managerial Accounting		
<u>3</u>	BSNS 150 Small Business Management		
<u>3</u>	BSNS 315 Federal Seminar		
<u>3</u>	BSNS 352 Business Law II		
<u>3</u>	BSNS 356 Retail Merchandising		
<u>3</u>	ECON 365 International Trade/Finance		
<u>3</u>	ART 200 Intro to Graphics		
<u>3</u>	COMM 342 Persuasion and Media Influence OR		
	COMM 331 Public Relations Writing		
<u>3</u>	COMM 362 Social Media Strategies		
B. Commercial Graphics Concentration**			
Select 3 courses from the following :			
<u>3</u>	ART 200 Intro to Graphics		
<u>3</u>	ART 275 Photoshop		
<u>3</u>	ART 320 Package Design		
<u>3</u>	ART 359 Advertising & Publication		
C. Corporate Relations Concentration			
Required:			
<u>3</u>	COMM 132 Intro to Public Relations		
Select 2 courses from the following:			
<u>3</u>	COMM 141 Intro to Journalism		
<u>3</u>	COMM 305 Professional Communication		
<u>3</u>	COMM 325 Event Planning		
<u>3</u>	COMM 342 Persuasion and Media Influence		
<u>3</u>	COMM 362 Social Media Strategies		
D. International Marketing Concentration			
Option 1: B-Global Studies Program			
<u>3</u>	BSNS 490/590 Business Policy & Strategy*		
<u>3</u>	BSNS 494/594 Global Immersion* (GER:IC)		
<u>3</u>	BSNS 497/597 Leadership & Business Ethics*		
<u>3</u>	SOCY 366 Global Issues		
Option 2: International Business Institute Program			
<u>12</u>	International Business Institute Program meets requirements of BSNS 394 and BSNS 490 (core), plus ECON 308 and 365.		
Required Supporting course:			
<u>3-4</u>	MATH 117 Finite Math OR		
	MATH 137 Applied Calculus		
	MATH 147 Calculus I		
Recommended Supporting Course:			
<u>3</u>	BSNS 494/594 Global Immersion (GER:IC)*		
* Students interested in the 4+1 MBA track must choose 4 courses at the 500 level.			
**Students are required to have an Apple device in compliance with Art Department guidelines.			