



Pathway to Bachelor of Science in Marketing

From Associate of Science Degree in Business Administration

GENERAL EDUCATION REQUIREMENTS

REQUIRED COURSES (RG 6864)

Foundational Courses			Equivalent		
Engcmp 0005	Composition I	3	ENG 110		
Engcmp 0006	Composition II	3	ENG 205		
CommRc 0052	Public Speaking	3	COM 101		
Basic Algebra	Basic Algebra or Placement Test				
Matth 0001	Algebra 1	3			
Quantitative Reasoning (QR) - 1 Course					
Note - a student cannot test out of their QR requirement.					
MATH 0002	3	MAT 145			

FREE ELECTIVES

Free electives are the balance of credits required for					
graduation (120) that are not used to satisfy competencies,					
knowledge areas, major requirements, electives, o	r any				
related area required by the department.					
CR Equivalent					
BUS 0000 NE	3	BUS 110			
ACCT 1570	3	BUS 210			
BIOL 0111 1 BIO 114					
ACCT 1100 3 ACC 230					
Science with lab Elective 4					
STAT 1040 3 MAT 200					

WORLDS OF KNOWLEDGE (RG 6874)

Aesthetic and Creative Expression (RQ 3148)					
Subject Number Course Title CR Equivalent					
Engwrt	1192	Technical Writing	3		
MUSIC	0210		3	MUS 100	

Societies & Civics (RQ 3150)						
Subject	Number	Course Title	CR	Equivalent		
Econ	0105	Microeconomic Theory	3	ECO 110		
SOC	0100	Introduction to Sociology	3	SOC 100		

Follow-Up Courses (RQ 3154)						
Subject	Number	Course Title	CR	Equivalent		
BIOL 0110			3	BIO 104		

Science & Nature (RQ 3153)					
Subject	Number	Course Title	CR		Equivalent
Math	0121	Business Calculus	4		MAT 205
			3		

*** Choose 1: ANT 100 or CIV 100 or CIV 110

Each student must take 2 courses in each World of Knowledge. The two courses taken within each World

must be from different subjects. A student must take two additional "Follow-Up" courses from any World.

The minimum number of courses taken in the Worlds must be 10.

The Follow-Up courses may repeat a subject previously taken in a World.

A student cannot use a major required Subject course in one of the Worlds.

For example: A Biology student cannot use BIOL 0110 to fulfill a requirement in the Science and Nature World.

Students cannot use a course to count both in their QR requirement and one of the Worlds.
Students can choose QR and Worlds of Knowledge courses from published course lists.

MAJOR REQUIREMENTS

Required C	ore (RQ 3204)	CR	Equivalent
Acct 0115	Accounting Principles 1	3	ACC 150
Bus 0100	Introduction to Business	1	ACP 100
Bus 0350	Micro-Computer Appl	3	CIT 100
Fin 0300	Principles of Finance	3	
IS 0400	Intro to Information Systems	3	
Mgmt 0500	Principles of Management	3	BUS 125
Bus 1540	Ethics & Leadership	3	
Mrkt 0600*	Principles of Marketing	3	BUS 230
Required at UPJ			

Required Ed	CR	Equivalent	
Econ 0105	Microeconomic Theory	3	ECO 110
Econ 0115	Macroeconomic Theory	3	ECO 100
Required M	ath (RQ 3180)	CR	Equivalent
Math 0121*	Business Calculus	4	MAT 205
Required W	Required Writing (RQ 3182)		
Engwrt 1192	Technical Writing	3	
Required Se	enior Seminar (RQ 3183)	CR	Equivalent
Bus 1700	Business Strategy	3	
Required at UPJ			

All grades transferred in must be a "C" or better

Marketing	Requirements (RQ 3205)	CR	Equivalent
Mrkt 1600	Consumer Behavior	3	
Mrkt 1610	Marketing Research	3	
Mrkt 1620	Marketing Tools/Analytics	3	
Mrkt 1690	Marketing Management	3	
Required a	at UPJ	12	

Marketing Electives (RQ 3206)					
	Select 12 credits of the following courses				
Commrc 1133	Integrated Marketing Comm	3			
Commrc 1144	Visual Communication	3			
IS 1410	Database Management Systems	3			
IS 1415	Web Development	3			
IS 1412	Graphic Design	3			
Journl 1144	Public Relations	3			
Mrkt 1630	Integrated Digital Mktg	3			
Mrkt 1635	Social Media War Room	3			
Mrkt 1640	International Marketing	3			
Mrkt 1645	Sales Management	3			
Mrkt 1650	Product Management	3			
Mrkt 1655	Promotion Management	3			
Mrkt 1660	Pricing Management	3			
Mrkt 1665	Distribution Management	3			
Mrkt 1670	Marketing Special Topics	3			
Mrkt 1671	Marketing Internship	1-3			
Mrkt 1672	Made in Ecuador	1			
Mrkt 1674	Marketing Independent Study	1-6			
Mrkt 1680	Entrepreneur's Idea Lab	3			
Required at l	JPJ	12			

IMPORTANT INFORMATION:

This sheet is an unofficial representation of the major requirements and the information is subject to change. It is not an official record of academic progress and should not be treated as such. Official degree information can only be obtained through the Division Office or the Office of the Registrar.

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