



## *Bachelor of Science in Marketing and Professional Sales (120 Credit Hours)* 2018 – 2019 Program Curriculum Guide

This is an UNOFFICIAL document which can be used as a guide for students pursuing this academic degree program. The official program of study, minimum grade and/or prerequisite requirements are published in the current university catalog. Students should contact their student success advisor with any questions.

<b>Area I: Marketing and Professional Sales Component</b>		<b>Credit Hours</b>	<b>Met</b>
GEB1011	Introduction to Business	3	
MAR2011	Principles of Marketing	3	
ENT2020	Small Business Management	3	
ACG2021	Introduction to Financial Accounting	3	
MAN2021	Principles of Management	3	
ACG2071	Introduction to Managerial Accounting	3	
FIN2100	Personal Finance	3	
COM2412	Communication, Culture, and Community	3	
ACG2450	Accounting using QuickBooks™	3	
MAN3113	Diversity	3	
BUL3130	Business Law	3	
GRA3174	Advertising Design	3	
FIN3400	Managerial Finance	3	
MAR3400	Introduction to Professional Selling	3	
MAR3503	Consumer Behavior	3	
SCM4011	Supply Chain Management	3	
MAN4143	Leadership, Development, and Supervision	3	
MAR4403	Sales Management	3	
MAR4415	Advanced Professional Selling	3	
MAR4418	Marketing and Professional Selling Capstone	3	
MAR4613	Marketing Research	3	
MAN4720	Strategic Management	3	
MAR4830	Pricing Strategy	3	
MAR4841	Services Marketing	3	
ISM4314	Project Management <b>OR</b>	3	
CGS4845	E-Commerce		
MAR4963	Comprehensive Exam	0	
<b>Total Marketing and Professional Sales Component</b>		<b>75</b>	

<b>Area II: General Education Component</b>	<b>Credit Hours</b>	<b>Met</b>
English Composition I	3	
English Composition II	3	
Mathematics or Science	3	
Statistics	3	
Humanities or Fine Arts	3	
Social or Behavioral Sciences	3	
Macroeconomics	3	
Microeconomics	3	
Computer Applications	3	
General Education Elective	3	
General Education Elective	3	
General Education Elective	3	
<b>Total General Education Component</b>	<b>36</b>	
<b>Area III: Elective Component</b>		
Elective	3	
Elective	3	
Elective	3	
<b>Total Elective Component</b>	<b>30</b>	
<b>Total Semester Hours for Graduation</b>	<b>120</b>	

Once enrolled, please log into the MyHUgo portal and check "My Progress" in the student planning module of HU Self-Service. Please contact the Office of Student Success if you have any questions and refer to the University Catalog for degree requirements.



**Bachelor of Science in Marketing and Professional Sales (120 Credit Hours)  
2018 – 2019 Optimum Sequence of Course Work**

The following course sequences are formatted to help ensure the most direct path to program completion. Deviation may add to the overall time to complete the degree, as many courses require prerequisites and/or are not offered every session. It is important for students to follow the optimum sequence of coursework as suggested by their student success advisor.

1st Year – Session One		Credits	Met	1st Year – Session Two		Credits	Met	1st Year – Session Three		Credits	Met
SLS1103	College Developmental Skills	3		CGS1100	Computer Applications	3		ACG2021	Introduction to Financial Accounting	3	
ENC1101	English Composition I	3		MAN2021	Principles of Management	3		COM2412	Communication, Culture, and Community	3	
GEB1011	Introduction to Business	3			Humanities or Fine Arts*	3		ECO2023	Microeconomics	3	
MGF1106	College Mathematics I	3		ECO2013	Macroeconomics	3			Elective	3	
<b>Total</b>		<b>12</b>		<b>Total</b>		<b>12</b>		<b>Total</b>		<b>12</b>	

2nd Year – Session Four		Credits	Met	2nd Year – Session Five		Credits	Met	2nd Year – Session Six		Credits	Met
ACG2071	Introduction to Managerial Accounting	3		ENT2020	Small Business Management	3		STA2023	Statistics	3	
ENC1102	English Composition II	3		ACG2450	Accounting using QuickBooks™	3			General Education Elective	3	
MAR2011	Principles of Marketing	3			Elective	3		BUL3130	Business Law	3	
	Elective	3		FIN2100	Personal Finance	3		MAR3503	Consumer Behavior	3	
<b>Total</b>		<b>12</b>		<b>Total</b>		<b>12</b>		<b>Total</b>		<b>12</b>	

3rd Year – Session Seven		Credits	Met	3rd Year – Session Eight		Credits	Met	3rd Year – Session Nine		Credits	Met
FIN3400	Managerial Finance	3		MAN4143	Leadership, Development, and Supervision	3		SCM4011	Supply Chain Management	3	
CSG4845 OR ISM4314	E-Commerce OR Project Management	3		MAR4613	Marketing Research	3		GRA3174	Advertising Design	3	
	General Education Elective	3		MAN3113	Diversity	3		MAN4720	Strategic Management	3	
MAR4841	Services Marketing	3		MAR4830	Pricing Strategy	3			General Education Elective	3	
<b>Total</b>		<b>12</b>		<b>Total</b>		<b>12</b>		<b>Total</b>		<b>12</b>	



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<b>4<sup>th</sup> Year – Session Ten</b>		<b>Credits</b>	<b>Met</b>
MAR3400	Introduction to Professional Selling	3	
MAR4415	Advanced Professional Selling	3	
MAR4403	Sales Management	3	
MAR4418	Marketing and Professional Selling Capstone	3	
MAR4963	Comprehensive Exam	0	
<b>Total</b>		<b>12</b>	