

Marymount California University
Marketing BS Required Courses Checklist
Effective Fall 2021

LOWER DIVISION MARKETING REQUIREMENTS		Core	Prerequisite	Offered	✓
BUS 110	Introduction to Business (4)			F & SP	
BUS 230	Business Communication (4)	C1, C2	ENG 112/112H	F & SP	
BUS 240	Business Ethics (4)	PS5		F & SP	
BUS 265	Career Planning & Preparation Seminar (2)	R1		F & SP	
CS 280/280H	Introduction to Data Analysis (4) <i>Lab fee</i>	A2, R2		F & SP	
ECO 220	Microeconomics (4)	A3		F & SP	
PSY 150	General Psychology (4)			F & SP	
MTH 270	Introductory Statistics (4)	A2		F & SP	

UPPER DIVISION MARKETING REQUIREMENTS		Core	Prerequisite	Offered	✓
BUS 300	Principles of Management (4)	R3		F & SP	
BUS 350	Principles of Marketing (4)	R2	BUS 110	F & SP	
BUS 452	Marketing Analysis and Forecasting (4)	R2	BUS 300, 350 & MTH 270	F	
BUS 454 or BUS 456	New Product Development (4) Integrated Marketing Communications (4)	PS4 A3	BUS 350 BUS 230	SP	
BUS 497	Strategic Analysis (4)	C1, C2, A3, R3	Sr. Standing, BUS 300 and MTH 270	F & SP	
BUS 391/491 MK or BUS 396/496 MK	Internship in Marketing (2-4) or Practicum in Marketing (2-4)	R3 R3		F & SP & SU	
CAR 401	Social Media in Marketing (4)	R2, PS2		SP	

AND: Choose a total of 3 electives from 2 different categories (Behavioral, Media Production and Data Analysis)

BEHAVIORAL ELECTIVES		Core	Prerequisite	Offered	✓
BUS 312	The Fundamentals of Sales (4)			F	
CAR 145	Communication Structures (4)	C2		SP	
PSY 222	Psychology of Gender (4)				
PSY 280	Intercultural Psychology (4)	A3, PS2	PSY 150	F & SP	
PSY 345	Social Psychology (4)		PSY 150 or SOC 100	F	
MEDIA PRODUCTION ELECTIVES		Core	Prerequisite	Offered	✓
AM 151	Digital Photography I (4) <i>lab fee</i>	PS4			
AM 122	Video Production I (4) <i>lab fee</i>	PS4		F	
AM 204	Website Design I (4) <i>lab fee</i>	PS4		SP	
AM 214	Web Design II (4) <i>lab fee</i>	PS4	AM 204		
DATA ANALYSIS ELECTIVES		Core	Prerequisite	Offered	✓
BUS 388 or BUS 640	Applied Statistical Methods (4) or Statistics, Decision-Making & Modeling (3)	A2, R2	MTH 270 Graduate or Sr. Standing	F & SP	
BUS 550	Marketing Strategy (3)		Graduate or Sr. Standing	F & SP	
BUS 552	Digital Marketing Analytics (3)		Graduate or Sr. Standing	F	

MCU BS CORE COMPETENCY REQUIREMENTS OUTSIDE OF MAJOR			Core	✓
Written Communication - ENG 112/112H			C1	
Information Literacy - ID 230 (1)			A1	
Catholic History & Thought - one course from: PHI 325; REL 102, 103, 112, 120, 130/130H, 230, 310			PS1	
The Natural World -.1 course with a SCI prefix (Other than 136 and 1-unit lab classes) or BUS 301; CJ 200; ECO 400, 410; GEO 108; GS 220; ID 233H, 300H; PSY 370, 445			PS3	
Creative Thinking - 1 course from AM (AM exclusions: 107, 207, 307, 407, 450, Internship, and Practicum courses); THE; BUS 315, 316, 415, 454; ENG 120, 125, 140, 310; ID 111, 200H, 430H			PS4	

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UNIT TOTALS		
MINIMUM UNITS TO EARN A BS = 120 Any college level course listed in the Catalog or accepted as transfer credit may be taken as an elective to fulfill the 120-unit degree requirement in this BS program.	Completed units	
	In-progress units	
	Planned/remaining units	
	TOTAL UNITS	

The Marymount California University BS in Marketing combines curriculum from business, psychology and media to prepare students for careers in marketing. Core courses include business communication, social media, data analysis, marketing analytics, strategic analysis, and business ethics. Students also choose from a range of electives such as multicultural psychology, web design, video production, and sales. Real world projects are integrated into the program.

BS in MARKETING Program Learning Outcomes

PLO 1	Deliver convincing written, verbal, and digital presentations.
PLO 2	Use quantitative data to interpret, analyze and plan business situations.
PLO 3	Reflect on ethical dimensions of a business, marketing or communication initiative.
PLO 4	Reflect on the perspectives of multiple audiences as they relate to a marketing initiative.
PLO 5	Develop and present a research- and data-based marketing, strategic communication or sales plan.