

Program Name: Marketing B.S. Catalog: 2017-2018			Program Name: Marketing, B.S.		
Johnson & Wales University			Palm Beach Atlantic University		
Major Courses					
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
ACCT1210	Financial Accounting	3.0	ACG 2013	Financial Accounting	3
ACCT1220	Managerial Accounting	3.0	ACG 2023	Managerial Accounting	3
CAR0010	Career Management	1.0	FYE 1001	First Year Experience	1
FISV2000	Finance	3.0	BUF 2173	Principles of Finance	3
FIT 1040	Spreadsheet Design for Business Solutions	3.0	CSC 2133	Introduction to Information Systems	3
LAW2001	The Legal Environment of Business I	3.0	BUS 3193	Business Law I	3
MGMT1001	Contemporary Business Management I	3.0	BUM 2183	Principles of Management	3
MGMT2001	Human Resource Management	3.0	BUM 3333	Human Resources Management	3
MRKT1001	Principles of Marketing	3.0	BUR 2153	Principles of Marketing	3
	Total Credits	25.0			
Major Courses					
ADVC1010	Marketing Communications	3.0	BUR 3163	Integrated Marketing Communications	3
MRKT1002	Consumer Behavior	3.0	BUR 3023	Consumer Behavior	3
MRKT2050	Marketing Research	3.0	BUR 3063	Marketing Research and Decision Making	3
MRKT3005	Brand Marketing	3.0			
MRKT3045 or ADVC2001 or GDES3050	Social Media Marketing or Creative Concepts and Strategy or Basics of Print Design	3.0	BUR 3143	Digital Marketing	3
MRKT3050	Techniques in Sales Management	3.0	BUR 3043	Sales Management	3
MGMT4030	Senior Business Capstone	3.0	BUSV 4713	Internship in Business	3
MRKT4055	Strategic Marketing	3.0	BUR 4443	Marketing Management	3
	Total Credits	24.0			
Major Electives (choose 15 credits of Major Electives or a Specialization listed below)		15			
ADVC2001	Creative Concepts and Strategy				
ADVC2002	Copywriting and Art Direction				
ADVC2025	Advanced Brand Communications				
ADVC3003	Advertising Campaigns				
ADVC3010	Digital Media Planning				
ADVC3050	Special Projects in Integrated Marketing Communications				
ADVC4020	Portfolio Seminar				
ADVC4050	Search Engine Marketing				
ADVC4120	Marketing Communications in an International Context				
ADVC4050	Search Engine Marketing				
GDES2030	Editorial and Publication Design I		ART 3593	Publication Design	3
MRKT3002	Brand Marketing				
MRKT3011	Data-Driven Marketing				
MRKT3020	Product Development				

MRKT3045	Social Media Marketing		BUR 3143	Digital Marketing	3
MRKT3055	Survey Research				
MRKT3085	Marketing Analytics				
MRKT3150	Special Topics in Marketing				
RTL2005	Global Sourcing				
Free Electives					
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Total Credits	15.0			
Arts & Sciences Core Experience					
Communications Foundation Courses					
ENG1020	English Composition	3.0	ENG 1113	Composition I	3
ENG1021	Advanced Composition & Communications	3.0	ENG 1123	Composition II	3
ENG1030	Communication Skills	3.0	COM 1113	Public Speaking	3
Integrative Learning					
ILS@2999	Integrative Learning - 2000 Level	3.0			
ILS@4999	Integrative Learning - 4000 Level	3.0			
Arts & Humanities					
PHIL3020 Or PHIL3040	Crisis & Controversy: Critical Thinking Approach Ethics of Business Leadership	3.0	BUM 4053	Leadership and Ethics	3
Select One	ART, HIST, HUM, LIT or REL	3.0		Transfer credit considered on a case-by-case basis	
Mathematics					
MATH1002	A Survey of College Mathematics (or higher based on placement)	3.0	MAT 1803	Finite Mathematics	3
MATH2001	Statistics	3.0	MAT 2003	Elementary Statistics	3
Science					
SCIENCE	BIO, CHM, PHY or SCI	3.0		Transfer credit considered on a case-by-case basis	
Social Science					
ECON1001	Macroeconomics	3.0	BUS 2343	Principles of Macroeconomics	3
Select one	ANTH, LEAD, PSCI, PSYC, SOC	3.0		Transfer credit considered on a case-by-case basis	
Arts & Science Electives					
Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher.		3.0		Transfer credit considered on a case-by-case basis	
		3.0		Transfer credit considered on a case-by-case basis	
	Total Credits	42			
Total Program Credits		121.0			
Specialization in Brand Strategy		15			
Required Courses:					
MRKT3002	Brand Design				
MRKT3020	Product Development				
RTL2005	Global Sourcing				
Choose 6 credits of the following					
ADVC2001	Creative Concepts and Strategy				
ADVC2025	Advanced Brand Communications				
ADVC3050	Special Project in Integrated Marketing Communications				
ADVC4099	Advertising Internship				

ADVC4120	Marketing Communications in an International Context		BUR 4463	International Marketing	3
MRKT3150	Special Topics in Marketing				
Specialization in Creative Advertising		15			
Required Courses					
ADVC2002 or MRKT3002	Copywriting and Art Direction or Brand Design				
ADVC3003 or MRKT3045	Advertising Campaigns or Social Media Marketing		BUR 3143	Digital Marketing	3
ADVC4020	Portfolio Seminar				
Choose 6 credits of the following:					
ADVC2025	Advanced Brand Communications				
ADVC3050	Special Project in Integrated Marketing Communications				
ADVC4099	Advertising Internship				
ADVC4120	Marketing Communications in an International Context		BUR 4463	International Marketing	3
GDES2030	Editorial and Publication Design I		ART 3593	Publication Design	3
MRKT3150	Special topics in Marketing				
Specialization in Digital Marketing and Research		15			
Required Courses					
ADVC3010 or ADVC4050	Digital Media Planning or Search Engine Marketing		BUR 3143	Digital Marketing	3
MRKT3055	Survey Research				
MRKT3085	Marketing Analytics				
Choose 6 credits of the following:					
ADVC3050	Special Project in Integrated Marketing Communications				
ADVC4050	Search Engine Marketing				
ADVC4099	Advertising Internship				
ADVC4120	Marketing Communications in an International Context		BUR 4463	International Marketing	3
MRKT3011	Data-Driven Marketing				
MRKT3045	Social Media Marketing		BUR 3143	Digital Marketing	3
MRKT3150	Special Topics in Marketing				