

MANAGEMENT, B.S. — CONCENTRATION IN MARKETING

Code	Title	Hours
General Education Program		
	Understanding College (FS)	1
	Writing and Presentation (WRI1 & OC1)	6
	Mathematics (QR1)	3-4
MAT-1105	College Algebra	
	Information Literacy, Media, and Research (ITML)	3
IT-1001	Computer Tools	
	Creative Voices across Cultures (HCE)	6
ENT-1777	Design Thinking and Innovation	
	Science at Work (NPW)	6
	Ethics, Reality and Logic (PEM)	6
	Individual and Societies (SEH)	6
ECO-1201	Principles of Macroeconomics	
ENT-1001	Introduction to Entrepreneurship	
	Our World. Past and Present (WHG)	6
	Personal Wellness (FH)	2-3
HS-1001	Health Issues	
	Religion and Culture (RS)	3
Management Major		
ACC-1101	Elementary Accounting I	4
BAN-2301	Spreadsheet Analytics	3
BAN-3301	Descriptive Analytics and Visualization	3
BL-2101	Business Law I	3
BUS-1001	Organization and Management	3
BUS-2001	Global Business	3
BUS-4998	Capstone Business Policies	3
ECO-2202	Principles of Microeconomics	3
ECO-2306	Money and Banking	3
FIN-3301	Principles of Finance	3
HR-2204	Human Resources Management	3
IT-1103	Computer-Based Information Systems	3
IT-3301	Project Management	3
MKT-2201	Introduction to Marketing	3
PSC-2502	Government and Business	3
Marketing Concentration		
MKT-3317	Consumer Behavior	3
	Choose any three from the following:	9
ENT-2001	Entrepreneurial Marketing & New Product Innovation	
MKT-2440	Intro to Digital Marketing	
	3000-Level MKT course	
	Liberal Arts Electives	9
	General Electives	6
Total Hours		121-123

In keeping with our mission at St. Francis College, the courses you take across the liberal arts ensure that you are well-rounded, able to engage in meaningful thought and conversation both within and outside of your area of expertise, and building a foundation for future success by deepening and broadening your knowledge. Building on First Year Foundations and augmenting your major field of study, the combination of courses in the Bodies of Knowledge prepares you to meet the challenges the world presents to you with intelligence, clarity, and empathy. They will equip you to solve complex problems, contribute to your community, and improve the world you inhabit.

Institutional Learning Outcomes:

1. Demonstrate sensitivity to creative expression
2. Communicate ideas and information through written, oral, visual and digital media
3. Employ critical and analytical skills
4. Value diverse perspectives of the human experience
5. Implement information, technology and media literacy
6. Demonstrate quantitative literacy

Foundation Courses- First Year College (13-14 credits)

St. Francis College's mission, emphasizing Franciscan education, highlights access and opportunities for all students. In your first year at SFC, you will combine key skill development with courses in the liberal arts and in your areas of interest. Each of these courses and categories is essential to your success in college and beyond. Our First Year Foundations program ensures that all students will be equitably prepared to excel and achieve their goals.

Bodies of Knowledge (35 credits)

At St. Francis College, our Franciscan mission states that we "educate the whole person for a full, relational life." This means that we strive, by making certain you take courses across the liberal arts, to ensure that you are well-rounded, able to engage in meaningful thought and conversation both within and outside of your area of expertise, and create success by deepening and broadening your knowledge. Building on First Year Foundations and augmenting your major field of study, the combination of courses in the Bodies of Knowledge prepare you to meet the challenges the world presents to you with intelligence, clarity, and empathy. They will equip you to solve complex problems, contribute to your community, and improve the world you inhabit.