

MKT 222	Principles of Retailing	3								DANTES	
MKT 329	Principles of Advertising	3								CLEP	BU048B
MKT 337	Marketing Research	3								DANTES	BU053B
MKT 345	Consumer Behavior	3									
MKT 432	Strategic Marketing Planning	3									
MKT Elective		3									
MKT Elective		3									
MKT 320 or 335		3									MG402B BU010B
Allied Course		(6)									
OL 326 or 342		3									BU061B MG302B
PSY 108		3				3	3	3	3	CLEP	PS101B
Free Electives		(18)									
COM	Interpersonal Communication	3				3	3	3	3		
ENG	Report Writing	3				3	3	3	3		
OL 211	HR management	3				3	3	3	3		
OL	Personnel Management	3					3	3	3		
TEC	Program Management	3							3		
		3									
Totals:		120	3	3	3	18	21	24	27		

Please note:

-Residency Requirement: 10 courses with SNHU, 4 of which must be within the major courses; 2.0 GPA to graduate

-CLEP/DANTES exams must receive an ACE recommended passing score. Please confirm with advisor before taking the exam.

-Two Courses within degree program must be identified as Global Markers (See Catalog)