

BS in Marketing for (BU) Builder

Degree Requirements	Military Credit Earned								CLEP / DANTES**	Notes
	E3	E4	E5	E6	E7	E8	E9			
BA/BS Core Requirements	(48)									
ENG 120 College Composition I	3								CLEP	EN023B
ENG 121 College Composition II	3									EN025B
COM 212 Public Speaking	3									CM001B
IT 100 Introduction to Information Tech	3				3	3	3	3	CLEP/DANTES	CS001B
MAT 130 Applied Finite Mathematics	3									
MAT 240 Business Statistics	3								DANTES	
FAS 201, 202, 223, 340, or 370	3									
HIS 109, 110, 113, or 114	3								CLEP	HI001B HI002B
LIT 2XX Survey	3									
PHL 210, 212, 214, or 230	3								DANTES	PL079B PL080B MS003B
SCI Elective (except Health)	3								CLEP/DANTES	
ECO 201 Microeconomics	3								CLEP	EC009B
ECO 202 Macroeconomics	3								CLEP	EC008B
Social S Elective PSY Career Counseling	3								CLEP/DANTES	
Social S Elective PSY Vocational Counseling	3								CLEP/DANTES	
MIL Elective (Basic Training)	3	3	3	3	3	3	3	3		
Business Core Requirements	(24)									
ACC 201 Financial Accounting	3								CLEP	
ACC 202 Managerial Accounting	3									
BUS 206 Business Law I	3								CLEP/DANTES	BU002B
FIN 320 Principles of Finance	3								CLEP/DANTES	BU003B
IT 210 Business Sys Analysis and Design	3								DANTES	
MKT 113 Introduction to Marketing	3								CLEP	BU005B
OL 125 Human Relations in Admin	3								DANTES	BU064B
OL 421 Strategic Management and Policy	3									
Marketing Major Courses	(24)									
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/SO 108/112 Intro to Psychology/ intro to Sociology	3								CLEP	PS101B
Free Electives	(18)									
TEC Elective Intro to Construction	3	3	2	3	3	3	3	3		
TEC Elective Construction Techniques	3		2	3	4	4	4	4		
	3									
	3									
	3									
	3									
Totals:	120									

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)