

Marketing Major Courses			(24)								
MKT	222	Principles of Retailing	3								DANTES
MKT	329	Principles of Advertising	3								CLEP
MKT	337	Marketing Research	3								DANTES
MKT	345	Consumer Behavior	3								
MKT	432	Strategic Marketing Planning	3								
MKT	Elective		3								
MKT	Elective		3								
MKT	320 or 335		3								
Allied Course			(6)								
OL	326 or 342		3								
PSY/SOC	108/112	Intro to Psychology/ intro to Sociology	3								CLEP
Free Electives			(18)								
COM	232	Desktop Publishing	3		2	2	2	2	2	2	
FAS	225	Photography	3		3	3	3	3	3	3	
COM	Elective	Principles of Newswriting	3		3	3	3	3	3	3	
COM	227	Public Relations	3			3	3	3	3	3	
IT	271	Wed Design	3			2	2	2	2	2	
MIL	Elective	Supervision	3			2	2	2	2	2	
Totals:			120	6	14	21	21	21	21	21	

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)

Southern New Hampshire University

BS in Marketing for (MC) Mass Communications

Notes
EN023B
EN025B
CM001B
CS001B
HI001B HI002B
PL079B PL080B
MS003B
EC009B
EC008B
BU002B
BU003B
BU005B
BU064B

