



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

