



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	108	Intro to Pyschology	3				3	3	3	3	CLEP	PS101B
Free Electives			(18)									
OL	Elective	Career Counseling	3				3	3	3	3		
COM	Elective	Interpersonal Communication	3				3	3	3	3		
COM	Elective	Report Writing	3				3	3	3	3		
OL	211	Human Resource Management	3				3	3	3	3		
TEC	Elective	Vocational Counseling	3						3	3		
TEC	Elective	Program Management	3				3	3	3	3		
Totals:			120	3	3	3	24	27	30	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)