

BACHELOR OF ARTS

MARKETING



THOMAS MORE
UNIVERSITY

Approved Sample Curriculum

First Year

Fall	CR	Spring	CR
ACC 101, Principles to Financial Accounting	3	ACC 102, Principles to Managerial Accounting	3
BUA 105, Introduction to Business	3	BUA 305, Effective Business Writing	3
ENG 150, Literature, Writing, and Research	3	BUA 241 (Mathematical Analysis) or MAT 205 (Stats)	3
History Core	3	Communication Core	3
Social Science Core	3	CIS 111, Introduction to Computer Systems	3
FYE 150, First Year Exploration	1		
Subtotal		Subtotal	
x 16		x 15	

Second Year

Fall	CR	Spring	CR
BUA 321, Business Finance	3	BUA 302, Organizational Behavior	3
BUA 241 (Mathematical Analysis) or MAT 205 (Stats)	3	BUA 311, Marketing	3
ECO 101, Principles of Microeconomics	3	ECO 102, Principles of Macroeconomics	3
Foreign Language Core	3	English 200+ Core	3
Theology Core	3	Fine Arts Core	3
Subtotal		Subtotal	
x 15		x 15	

Third Year

Fall	CR	Spring	CR
BUA 291, Business Law I	3	MKT 416, Marketing Research	3
BUA 341, Quantitative Methods for Business	3	Marketing Elective	3
Philosophy Core #1	3	Natural Science + Lab Core	4
Theology Core	3	Outer Core or Free Elective	3
Outer Core or Free Elective	3	Philosophy Core #2	1
Subtotal		Subtotal	
x 15		x 14	

Fourth Year

Fall	CR	Spring	CR
BUA 405, International Management	3	BUA 498, Senior Seminar	3
MKT 417, Marketing Management	3	MKT 316, Consumer Behavior	3
Marketing Elective	3	Marketing Elective	3
Outer Core or Free Elective	3	Outer Core or Free Elective	3
Experiential Learning	1-3	Outer Core or Free Elective	3
Subtotal		Subtotal	
x 13-15		x 15	

Total Credits: 120+

Updated Spring 2024