

CURRICULUM MAP



MERRIMACK COLLEGE

Marketing, BS

YEAR ONE

FALL

First Year Seminar – FYS 1947	4 credits	FC Core Requirement (FYS)
Technology Skills for Business – MGT 1150	4 credits	Major Requirement
Introduction to Economics – ECO 1201	4 credits	Major Requirement & FC Core Requirement (SOSC)
1 of the following (4 credits):		
• Principles of Marketing – MKT 2205	4 credits	Major Requirement
• FC Core Requirement	4 credits	FC Core Requirement

Total Credits - 16

SPRING

4 of the following (16 credits):		
• Accounting for Business – ACC 2203	4 credits	Major Requirement
• Data Analysis for Business – MGT 2150	4 credits	Major Requirement
• Principles of Marketing – MKT 2205	4 credits	Major Requirement
• FC Core Requirement	4 credits	FC Core Requirement

Total Credits - 16

YEAR TWO

FALL

4 of the following (16 credits):		
• Accounting for Business – ACC 2203	4 credits	Major Requirement
• Data Analysis for Business – MGT 2150	4 credits	Major Requirement
• Legal Environment of Business – MGT 3130	4 credits	Major Requirement
• Digital Marketing – MKT 3450	4 credits	Major Requirement
• Marketing Major Elective	4 credits	Major Elective
• FC Core Requirement	4 credits	FC Core Requirement
• FC Core Elective	4 credits	FC Core Elective

Total Credits - 16

SPRING

4 of the following (16 credits):		
• Managerial Finance – FIN 2500	4 credits	Major Requirement
• Data Analysis for Business – MGT 2150	4 credits	Major Requirement
• Legal Environment of Business – MGT 3130	4 credits	Major Requirement
• Marketing Strategy – MKT 3300	4 credits	Major Requirement
• Digital Marketing – MKT 3450	4 credits	Major Requirement
• Marketing Major Elective	4 credits	Major Elective
• FC Core Requirement	4 credits	FC Core Requirement

- FC Core Elective

4 credits

FC Core Elective

Total Credits - 16

YEAR THREE

FALL

4 of the following (16 credits):

- Managerial Finance – FIN 2500
- Data Analysis for Business – MGT 2150
- Legal Environment of Business – MGT 3130
- Marketing Strategy – MKT 3300
- Digital Marketing – MKT 3450
- Marketing Major Elective
- GSB Experiential Requirement
- FC Core Requirement
- FC Core Elective

4 credits
4 credits
4 credits
4 credits
4 credits
4 credits
0-8 credits
4 credits
4 credits

Major Requirement
Major Requirement
Major Requirement
Major Requirement
Major Requirement
Major Elective
Major Requirement
FC Core Requirement
FC Core Elective

Total Credits - 16

SPRING

4 of the following (16 credits):

- Managerial Finance – FIN 2500
- Legal Environment of Business – MGT 3130
- Digital Marketing – MKT 3450
- Marketing Research – MKT 4420
- Marketing Major Elective
- GSB Experiential Requirement
- FC Core Requirement
- FC Core Elective
- Open Elective

4 credits
4 credits
4 credits
4 credits
4 credits
0-8 credits
4 credits
4 credits
4 credits

Major Requirement
Major Requirement
Major Requirement
Major Requirement
Major Elective
Major Requirement
FC Core Requirement
FC Core Requirement
Open Elective

Total Credits - 16

YEAR FOUR

FALL

3-4 of the following (12-16 credits):

- Legal Environment of Business – MGT 3130
- Digital Marketing – MKT 3450
- Marketing Research – MKT 4420
- Marketing Seminar – MKT 4980
- Marketing Major Elective
- GSB Experiential Requirement
- FC Core Requirement
- FC Core Elective
- Open Elective

4 credits
4 credits
4 credits
4 credits
4 credits
0-8 credits
4 credits
4 credits
4 credits

Major Requirement
Major Requirement
Major Requirement
Major Requirement
Major Elective
Major Requirement
FC Core Requirement
FC Core Elective
Open Elective

Total Credits - 12-16

SPRING

3-4 of the following (12-16 credits):

- Business Experiential Requirement
- Legal Environment of Business – MGT 3130
- Digital Marketing – MKT 3450
- Marketing Research – MKT 4420
- Marketing Seminar – MKT 4980
- Marketing Major Elective

4 credits
4 credits
4 credits
4 credits
4 credits
4 credits

Major Requirement
Major Requirement
Major Requirement
Major Requirement
Major Requirement
Major Elective

- | | | |
|--------------------------------|-------------|---------------------|
| ● GSB Experiential Requirement | 0-8 credits | Major Requirement |
| ● FC Core Requirement | 4 credits | FC Core Requirement |
| ● FC Core Elective | 4 credits | FC Core Elective |
| ● Open Elective | 4 credits | Open Elective |

Total Credits - 12-16

Notes: This is a sample curriculum map. Students may progress toward graduation using alternative pathways. In addition, 'FC Core Requirement' signifies that the course is required as part of the Foundations and Connections Core - the College's general education program. Please be aware that all students must take six FC Core Requirement courses (FYS, DPJ, HUM, RTS, SOSOC, and STEM) and four FC Core Elective courses to satisfy the College's general education requirement.

Marketing Majors will complete Marketing Seminar, 4 credits MKT 4980. This course will satisfy the GSB Experiential Requirement and will satisfy Sport Management Major Requirement. Marketing Majors may choose to complete an internship for academic credit, 4 credits MKT 4010, for 0 credits MKT 3001 or another class that will satisfy the GSB Experiential Requirement requirement. MKT 4010 would satisfy both the GSB Experiential Requirement and Marketing Major Elective.