

CURRICULUM MAP



MERRIMACK COLLEGE

Strategic Marketing Analytics, BS

YEAR ONE

FALL

First Year Seminar – FYS 1947	4 credits	FC Core Requirement (FYS)
Foundations of Data Science I – DSE 1001	4 credits	Major Requirement & FC Core Requirement (STEM)
Technology Skills for Business – MGT 1150	4 credits	Major Requirement
1 of the following (4 credits):		
• Introduction to Business – MGT 1100	4 credits	Major Requirement
• Principles of Marketing – MKT 2205	4 credits	Major Requirement
• Basic Statistics – MTH 1111	4 credits	Major Requirement
• FC Core Requirement	4 credits	FC Core Requirement

Total Credits - 16

SPRING

4 of the following (16 credits):		
• Problem Solving w/ Python – CSC 1611	4 credits	Major Requirement
• Introduction to Business – MGT 1100	4 credits	Major Requirement
• Data Analysis for Business – MGT 2150	4 credits	Major Requirement
• Principles of Marketing – MKT 2205	4 credits	Major Requirement
• Basic Statistics – MTH 1111	4 credits	Major Requirement
• FC Core Requirement	4 credits	FC Core Requirement

Total Credits - 16

YEAR TWO

FALL

Foundations of Data Science II – DSE 1002	4 credits	Major Requirement
4 of the following (16 credits):		
• Problem Solving w/ Python – CSC 1611	4 credits	Major Requirement
• Data Analysis for Business – MGT 2150	4 credits	Major Requirement
• Principles of Marketing – MKT 2205	4 credits	Major Requirement
• Basic Statistics – MTH 1111	4 credits	Major Requirement
• 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):		
• Problem Solving w/ Python – CSC 1611	4 credits	Major Requirement
• Data Analysis for Business – MGT 2150	4 credits	Major Requirement
• Principles of Marketing – MKT 2205	4 credits	Major Requirement
• Basic Statistics – MTH 1111	4 credits	Major Requirement

- | | | |
|-----------------------|-----------|---------------------|
| ● 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):

- | | | |
|--|-----------|---------------------|
| ● Problem Solving w/ Python – CSC 1611 | 4 credits | Major Requirement |
| ● Data Analysis for Business – MGT 2150 | 4 credits | Major Requirement |
| ● Marketing Strategy – MKT 3300 | 4 credits | Major Requirement |
| ● Basic Statistics – MTH 1111 | 4 credits | Major Requirement |
| ● Strategic Marketing Analytics Major Elective | 4 credits | Major Elective |
| ● FC Core Requirement | 4 credits | FC Core Requirement |
| ● FC Core Elective | 4 credits | FC Core Elective |
| ● Open Elective | 4 credits | Open Elective |

Total Credits - 16

SPRING

4 of the following (16 credits):

- | | | |
|--|-----------|---------------------|
| ● Problem Solving w/ Python – CSC 1611 | 4 credits | Major Requirement |
| ● Creating Information Graphics – DSE 2001 | 4 credits | Major Requirement |
| ● Marketing Strategy – MKT 3300 | 4 credits | Major Requirement |
| ● Marketing Analytics – MKT 3500 | 4 credits | Major Requirement |
| ● Basic Statistics – MTH 1111 | 4 credits | Major Requirement |
| ● Strategic Marketing Analytics Major Elective | 4 credits | Major Elective |
| ● FC Core Requirement | 4 credits | FC Core Requirement |
| ● FC Core Elective | 4 credits | FC Core Elective |
| ● Open Elective | 4 credits | Open Elective |

Total Credits - 16

YEAR FOUR

FALL

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

- | | | |
|--|-----------|---------------------|
| ● Marketing Strategy – MKT 3300 | 4 credits | Major Requirement |
| ● Strategic Marketing Analytics Major Elective | 4 credits | Major Elective |
| ● 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

SPRING

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

- | | | |
|--|-----------|---------------------|
| ● Creating Information Graphics – DSE 2001 | 4 credits | Major Requirement |
| ● Marketing Strategy – MKT 3300 | 4 credits | Major Requirement |
| ● Marketing Analytics – MKT 3500 | 4 credits | Major Requirement |
| ● Strategic Marketing Analytics Major Elective | 4 credits | Major Elective |
| ● 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, SOSC, and STEM) and four FC Core Elective courses to satisfy the College's general education requirement.