

Anna Maria College Marketing Communication Degree Requirements

Course Number	Course Name	Semester Completed
AMC100	First-Year Experience (<i>minimum grade of "C" required</i>)	_____
ENG102 (by placement only)	Development Writing (<i>minimum grade of "C" required</i>)	_____
ENG103	Freshman Composition(<i>minimum grade of "C" required</i>)	_____
ENG104	Writing Through Literature (<i>minimum grade of "C" required</i>)	_____
PHL110	Introduction to Philosophy	_____
THE210	Introduction to Theology (<i>prerequisite: PHL110</i>)	_____
--490	Senior Seminar (<i>prerequisite: 90 credits earned</i>)	_____
Language I	Global Language I (<i>consult advisor</i>)	_____
Language II	Global Language II (<i>consult advisor</i>)	_____
QR	Quantitative Reasoning (<i>consult advisor</i>)	_____
<u>Explorations Courses</u>		
EC	Explorations in Natural Sciences (<i>consult advisor</i>)	_____
EC	Explorations in Western Cultures and History (<i>consult advisor</i>)	_____
EC	Explorations in Societies of the World (<i>consult advisor</i>)	_____
EC	Explorations in Creativity and Imagination (<i>consult advisor</i>)	_____
EC	Explorations in United States and the World (<i>ECO200</i>)	_____
EC	Explorations in Global Dynamics (<i>ECO201</i>)	_____
EC	Explorations in Writing for Career and Creativity (<i>BUS292</i>)	_____
EC	EC in Catholic Worldview (<i>prerequisite: PHL110, THE210, consult advisor</i>)	_____
Major Requirements*		
BUS110	Leadership I	_____
BUS250	Applied Statistics and Quantitative Reasoning (<i>QR</i>)	_____
MIS110	Computer Applications for Business (OR MIS362)	_____
ECO200	Microeconomics (<i>EC in United States and the World</i>)	_____
ECO201	Macroeconomics (<i>EC in Global Dynamics</i>)	_____
BUS151	Financial Accounting I*	_____
BUS152	Financial Accounting II (<i>prerequisite: BUS151</i>)*	_____
BUS260	Principles of Management*	_____
BUS268	Principles of Financial Management I (<i>prerequisite: BUS152</i>)	_____
BUS210	Personal Finance	_____
BUS270	Marketing Principles*	_____
BUS380	Business Law (<i>prerequisite: 60 credits earned</i>)	_____
BUS403	Business Ethics	_____
Marketing Communication Requirements		
BUS292	Business Writing in the Digital Age (<i>EC in Writing for Career</i>)	_____
DES240	Graphic Design II (<i>prerequisite: DES103 or DES140, EC in Creativity and Imagination</i>)	_____
BUS290	Introduction to Marketing Communication	_____
BUS311	Principles of Advertising	_____
BUS314	Social Media Marketing	_____
BUS450	Marketing Management	_____
MIS380	Web Design and Research	_____
BUS__	Elective	_____

*Some major requirements can be applied to explorations course requirements.

*Additional General Electives may be required in order to earn the minimum number of credits necessary for graduation

*BUS260 and BUS270 recommended during the freshman year

*BUS151 and BUS152 recommended during the sophomore year