

Marketing Program

60 Courses Total



24

General Education

12

Business Core

04

Emphasis Core

20

Additional Electives

24 General Education

courses

Required for all JPCatholic students

THE0111	Christian Experience I	PHIL208	Philosophy of God	BUSI106	Entrepreneurial Thinking
THE0112	Christian Experience II	HUMA111	Cultural Foundations I	BUSI120	Project Management
THE0113	Christian Experience III	HUMA112	Cultural Foundations II	BUSI193	Introduction to Marketing
THE0314	Christian Experience IV	HUMA113	Cultural Foundations III	BUSI209	Building Blocks of Business
THE0205	New Testament	HUMA301	Global Cultures, History, and Politics	BUSI300	Negotiation Skills
PHIL101	Logic	HUMA120	Culture Making* or	BUSI393	Leadership and Management
PHIL203	Philosophy of Nature	HUMA122	College Writing I*	COMM200	Business Communications
PHIL204	Philosophy of Man	HUMA124	Advanced College Writing	MATH202	Personal Finance & Success
				SCIN300	Science, Technology, & Culture

12 Business Core

courses

Required for all B.S. Business students

BUSI100	Intro to Products & Markets	BUSI218	Microeconomics	BUSI420	Business Law
BUSI102	Excel & Statistics for Business	BUSI219	Macroeconomics	BUSI431	Global Markets
BUSI104	Principles of Accounting	BUSI323	Human-Centered Design	BUSI490	Business LaunchPad I
BUSI203	Principles of Finance	BUSI418	Business Career Strategies		

04 Marketing Emphasis Core

courses

Required for all Marketing Emphasis students

BUSI329	Applied Market Research	BUSI441	Digital Agency Workshop
BUSI331	Digital Media Marketing Strategy	BUSI444	Strategic Marketing

20 Additional Electives

courses

Choose 20 additional electives, either in your field or in other areas.

See Full Course Catalog at jpcatholic.edu/catalog