University of Dubuque

Marketing

2026-2027 Catalog

*Information subject to change

First Year

FALL			SPRING		
COURSE #	COURSE TITLE	HRS	COURSE #	COURSE TITLE	HRS
WVS 101	World View Seminar I	3	WVS 201	World View Seminar II	3
ECON 101/ 02	Microeconomics/ Macroeconomics	3	ECON 101/ 02	Microeconomics/ Macroeconomics	3
BAC 100	Introduction to Business (fall or spring)	1		Gen. Ed. (science - anytime)	4
	Gen. Ed.	3		Gen. Ed.	3
	Gen. Ed.	3		Gen. Ed.	3
	Gen. Ed.	3			
	FALL TOTAL	16		SPRING TOTAL	16
	CUMULATIVE TOTAL	16		CUMULATIVE TOTAL	32

Second Year

FALL			SPRING		
COURSE #	COURSE TITLE	HRS	COURSE #	COURSE TITLE	HRS
BAC 201	Principles of Management	3	BAC 242	Principles of Managerial Accounting	3
BAC 241	Principles of Financial Accounting	3	BAC 280	Principles of Marketing	3
BAC 262	Personal Financial Stewardship	3	CIS 162	Fundamentals of Excel (fall or spring)	1
PRF 201	Career Dev. Strategies (fall or spring)	1		Gen. Ed.	3
	Gen. Ed.	3		Gen. Ed.	3
	Gen. Ed.	3		Gen. Ed.	3
	FALL TOTAL	16		SPRING TOTAL	16
	CUMULATIVE TOTAL	48		CUMULATIVE TOTAL	64

Third Year

FALL			SPRING		
COURSE #	COURSE TITLE	HRS	COURSE #	COURSE TITLE	HRS
BAC 311	Internet Marketing	3	BAC 308	Advertising	3
BAC 300	Principles of Finance	3	BAC 339	Consumer Behavior	3
BAC 340	Effective Business Communication	3		Gen. Ed.	3
BAC 309	Principles of Selling	3		Electives	6
	Gen. Ed.	3			
	FALL TOTAL	15		SPRING TOTAL	15
	CUMULATIVE TOTAL	79		CUMULATIVE TOTAL	94

Fourth Year

FALL			SPRING		
COURSE #	COURSE TITLE	HRS	COURSE #	COURSE TITLE	HRS
BAC 338	Marketing Research	3	BAC 408	Marketing Management	3
BAC XXX	Business Elective	3	BAC 475	Administrative Policy Seminar	3
	Electives	8	BAC 421	Business Law	3
			BAC 485	Internship in Business	3
	FALL TOTAL	14		SPRING TOTAL	12
	CUMULATIVE TOTAL	108		CUMULATIVE TOTAL	120

General Education Requirements to be taken when "Gen. Ed." is listed (13 courses): COM 101, ENG 101, ENG 104, Math, Natural Science (4 cr.), Env. Stewardship, Social Development, Intercultural Engagement, Literature, Fine & Performing Arts, Judeo Christian Traditions, Hist./Phil./Politics, Physical Wellness (2 cr. + 1 cr.)

Suggestions:

*It is recommended that you take ENG 101, COM 101, ENG 104, & MATH within your first 4 semesters

*MATH 230 Introduction to Statistics is highly recommended

*BAC 262 meets one Business elective and Personal/Financial Stewardship Gen. Ed.