

# Hampton University Academic Catalog 2024–2026

## James T. George School of Business

### Bachelor of Science in Marketing – Curriculum Outline

#### Freshman Year

Course	1st Semester	2nd Semester
English 101–102	3	3
Communication 103	3	-
Computer Science 120	-	3
History 106	3	-
Mathematics 117 or higher	3	-
Foreign Language (2 semesters of same language)	3	3
Natural Science Course	-	3
Humanities Course	-	3
Physical Education (2) or Health (1)	-	2
University 101	1	-
<b>TOTAL</b>	<b>16</b>	<b>17</b>

#### Sophomore Year

Course	1st Semester	2nd Semester
Accounting 203–204	3	3
Economics 201–202	3	3
Management 215–216	3	3
Social Science Course	3	3
Humanities 201	3	-
Free Elective	-	2
<b>TOTAL</b>	<b>15</b>	<b>14</b>

**Summer:** MBA 211 – Internship (1 credit)

#### Junior Year

Course	1st Semester	2nd Semester
Marketing 305–307	3	3
Management 301	3	-
Finance 304	3	-
Marketing 311	-	3

Marketing 328	-	3
Management 305, 323	3	3
Non-business-related Elective	3	-
Business-related Elective	-	3
<b>TOTAL</b>	<b>15</b>	<b>15</b>

## Senior Year

Course	1st Semester	2nd Semester
Marketing 411, 427	3	3
Marketing 417, 428	3	3
Management 400	3	-
Marketing 444	-	3
Non-business-related Elective	3	3
Business-related Elective	3	-
<b>TOTAL</b>	<b>15</b>	<b>12</b>

**Total Credits for Graduation: 120**