

# CURRICULUM MAP



MERRIMACK COLLEGE

## Strategic Marketing Analytics, BS

### YEAR ONE

#### FALL

Foundations of Data Science I - DSE1001	4 credits	Major Requirement
Intro to Business - MGT1100	4 credits	Major Requirement
FYE1050 - First Year Experience	1 credits	General Education Requirement

2 of the following (8 credits):

• Major Elective	4 credits	Major Requirement
• Intro to Philosophy – PHL 1000	4 credits	General Education Requirement
• Intro to College Writing – ENG 1050	4 credits	General Education Requirement
• Intro to Religion – RTS 1000	4 credits	General Education Requirement
• General Education Elective	4 credits	General Education Requirement

**Total Credits - 17**

#### SPRING

Basic Stats - MTH1111	4 credits	Major Requirement
Tech Skills for Business - MGT1150	4 credits	Major Requirement

2 of the following (8 credits):

• Major Elective	4 credits	Major Requirement
• Intro to Philosophy – PHL 1000	4 credits	General Education Requirement
• Intro to College Writing – ENG 1050	4 credits	General Education Requirement
• Intro to Religion – RTS 1000	4 credits	General Education Requirement
• General Education Elective	4 credits	General Education Requirement

**Total Credits - [16]**

### YEAR TWO

#### FALL

Principles of Marketing - MKT2205	4 credits	Major Requirement
Data Analysis for Business - MGT2150	4 credits	Major Requirement
Problem Solving with Python - CSC1611	4 credits	Major Requirement

1 of the following (4 credits):

• Major Elective	4 credits	Major Requirement
• General Education Elective	4 credits	General Education Requirement

**Total Credits - 16**

**SPRING**

Foundations of Data Science II – DSE1002	4 credits	Major Requirement
Creating Information Graphics – DSE2001	4 credits	Major Requirement
2 of the following (8 credits):		
• Major Elective	4 credits	Major Requirement
• General Education Elective	4 credits	General Education Requirement

**Total Credits - 16**

**YEAR THREE**

**FALL**

Marketing Analytics - MKT3500	4 credits	Major Requirement
Marketing Strategy - MKT3300	4 credits	Major Requirement
2 of the following (8 credits):		
• Major Elective	4 credits	Major Requirement
• General Education Elective	4 credits	General Education Requirement
• Open Elective	4 credits	Open Elective

**Total Credits - 16**

**SPRING**

4 of the following (16 credits):		
• Major Elective	4 credits	Major Requirement
• General Education Elective	4 credits	General Education Requirement
• Open Elective	4 credits	Open Elective

**Total Credits - 16**

**YEAR FOUR**

**FALL**

4 of the following (16 credits):		
• Major Elective	4 credits	Major Requirement
• General Education Elective	4 credits	General Education Requirement
• Open Elective	4 credits	Open Elective

**Total Credits - 16**

## SPRING

3 of the following (12 credits):

- Major Elective
- General Education Elective
- Open Elective

4 credits

4 credits

4 credits

Major Requirement

General Education Requirement

Open Elective

**Total Credits - 12**