

# Marketing and Sales Technology, A.A.B. to Marketing

Apply your first two years at Owens to your Bachelor's degree at Lourdes!



## 2 + 2 PATHWAY

<b>OWENS – 1<sup>ST</sup> SEMESTER</b>	
<b>Course</b>	<b>Description</b>
MKT 125	Personal Selling
BUS 102	College & Career Professional
ENG 111/111P	Composition I
IST 131	Computer Concepts & Apps
MTH 133	Quantitative Reasoning

<b>OWENS – 2<sup>ND</sup> SEMESTER</b>	
<b>Course</b>	<b>Description</b>
BUS 101	Contemporary Business
ECO 201	Microeconomics
MKT 101	Marketing
IST 235	Spreadsheet Applications- Excel
PHL 102	Principles of Ethics

<b>OWENS – 3<sup>RD</sup> SEMESTER</b>	
<b>Course</b>	<b>Description</b>
ACC 101	Introductory Financial Accounting
BUS 120	Principles of Management
MKT 230	Market of Service Businesses
MKT 225	Sales Management
	Social & Behavioral Elective (ECO 202 Macroeconomics)

<b>OWENS – 4<sup>TH</sup> SEMESTER</b>	
<b>Course</b>	<b>Description</b>
BUS 200	Legal Environment of Business
MKT 210	Marketing Planning & Management
MKT 242	Marketing on the Web
	Business (BUS) Course Elective Elective (MTH 213 Introductory Statistics)

<b>LOURDES – 5<sup>TH</sup> SEMESTER</b>	
<b>Course</b>	<b>Description</b>
BUS 202	Accounting II
ENG 102	Composition II History
MTH 111	Fundamental Concepts of Math II Natural Science

<b>LOURDES – 6<sup>TH</sup> SEMESTER</b>	
<b>Course</b>	<b>Description</b>
BUS 235	Business Communication
BUS 320	International Business
ENG 352	Professional Writing Literature Theology (THS 125, 218, 220, 221, 235, 265, 312, or 316)

<b>LOURDES – 7<sup>TH</sup> SEMESTER</b>	
<b>Course</b>	<b>Description</b>
BUS 304	Corporate Finance
BUS 340	Business Internship Art or Music Theology 200 or higher
MKT 314	Marketing Research

<b>LOURDES – 8<sup>TH</sup> SEMESTER</b>	
<b>Course</b>	<b>Description</b>
BUS 430	Business Ethics
BUS 490	Business Policy Enduring Question Marketing Elective Elective

*This 2 + 2 Pathway is based on the 2022-2023 Lourdes University Catalog. Students entering Lourdes University under a different catalog may be subject to changes in program requirements.*

**For more information please contact  
Admissions at 419-885-5291 or [luadmits@lourdes.edu](mailto:luadmits@lourdes.edu)**