

BBA in Marketing

University Proficiencies					
	Cr	<input checked="" type="checkbox"/>		Cr	<input checked="" type="checkbox"/>
ENGL 102 Basic English Skills (Note 1)	2		Writing Proficiency Needed (Trans - Note 1)	0	
ENGL 111 Composition Note 1)	3		Student wellness requirement (Note 2)	0	
Evangel University Frameworks Requirements					
	Cr	<input checked="" type="checkbox"/>		Cr	<input checked="" type="checkbox"/>
BUSN 100 University Seminar or equivalent	1		BIBL 111 Essential Christianity	3	
COMM 205 Effective Communication	3		BIBL 115 Old Testament Literature	3	
MATH 210 Statistics (or equivalent)	3		BIBL 116 New Testament Literature	3	
Science without lab _____	3		BIBL 360-370 Book Study (choose one)	3	
Science with Lab _____	4		THEO 320 Theology & Pentecost	3	
FIN 138 Personal Finance	3		ICST 350 Global Connections	3	
PSYC 138 Human Relations, PSYC 112 Psyc intro, SOCI 111 Sociology intro, PSYC 237 Lifespan	3		HUMN 230/232/233 Western Hum. or ENGL 123/271/272 or approved higher level courses	3	
GOVT 170 Am. Govt, HIST 111/112 Am. History, HIST 115/116 World Civ., SSCI 220 Order	3		HUMN 240 Culture, MUSC 113, ART 100, ART 102/103, THTR 101, COMF 220 Film	3	
Social Science elect: ECON 212 Macroeconomics or anthropology, geography, psychology, sociology	3		Humanities Elect: humanities, phil, comm, art, foreign language, theater, music, English (except ENGL 102/111, MORG (1 credit)	3	
Other:					
TOTAL HOURS				53	
Business Foundation Requirements					
	Cr	<input checked="" type="checkbox"/>		Cr	<input checked="" type="checkbox"/>
ECON 212 Principles of Macroeconomics	3		MGMT 331 Business Law I	3	
ECON 213 Principles of Microeconomics	3		MGMT 332 Business Law II	3	
MGMT 235 Organizational Design & Mgmt	3		BUED 275 Business Communications	3	
ACCT 231 Financial Accounting	3		MRKT 347 International Business	3	
ACCT 232 Managerial Accounting	3		FIN 363 Principles of Finance	3	
ACCT 239 Spreadsheet Applications	3		MGMT 446 Strategic Management	3	
MRKT 239 Principles of Marketing	3		BUSN 496 Senior Seminar	1	
TOTAL HOURS				40	
Marketing Major Requirements					
Required:	Cr	<input checked="" type="checkbox"/>	Electives:	Cr	<input checked="" type="checkbox"/>
MRKT 332 Consumer Behavior	3		- MRKT 333 Advertising (3)		
MRKT 341 Promotions Management	3		- MRKT 345 Desktop Publishing (3)		
MRKT 389 Digital Marketing	3		- BUSN 498 Marketing Internship (3)		
MRKT 441 Marketing Research	3		- MRKT 299 Entrepreneurship (3)		
MRKT 446 Marketing Management	3		- MRKT 342 Sales Management (3)		
Electives from MRKT, MGMT, LEAD, CPSC, ART	6		- MRKT 352 Public Relations (3)		
Electives from courses listed in next column	9		- Other department approved courses		
TOTAL HOURS				30	
Additional credits needed to graduate from any area				1	
Total Hours all Courses				124	
IMPORTANT NOTES					
<p>1. Students with ACT English less than 26 or SAT Writing less than 590 must gain proficiency before taking COMM 205 Effective Communication. Requirements :</p> <p>a. ACT English less than 19 or SAT Writing less than 460 = ENGL 102 (grade of A/B goes to COMM 205)</p> <p>b. ACT English 20-23 or SAT Writing 470-540 = ENGL 111</p> <p>c. ACT English 24-25 or SAT Writing 550-580 = take writing proficiency in 1st sem. (pass = COMM 205; fail = ENGL 111)</p> <p>2. To meet graduation requirement, students must meet sign up in the Maybee Center and meet proficiency requirements of the wellness program. <i>Athletes, ROTC, Veterans, and students who have taken Lifetime Fitness previously are exempt.</i></p>					