

Marketing Concentration

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)	1			
Core Curriculum Requirements							
	Cr	<input checked="" type="checkbox"/>		Cr	<input checked="" type="checkbox"/>		
BUSN 100 University Seminar or equivalent	1		BIBL 111 Essential Christianity	3			
COMM/ENGL 205 Effective Comm; ENGL 211/212	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 Bible book study course	3			
Science with Lab _____	4		THEO 320 Pentecost	3			
Christian Stewardship: FIN 138 Personal Finance	3		ICST 350 Global Connections	3			
Healthy Relationships: PSYC 138 Healthy Relation-ships (preferred); PSYC 112 Intro to Psychology	3		Reading & Imagination: See 'Core Options' list per term	3			
Historical Inquiry: GOVT 170 Am Govt; HIST 111/112 Am Hist; HIST 115/116 Wrld Civ; SSCI 220 Order	3		Artistic Expression: See 'Core Options' list per term	3			
Behavioral/Social Science Option: ECON 212 Macroeconomics or any social/behavioral science	3		Humanities Option: See 'Core Options' list per term	3			
Other:							
TOTAL HOURS				53			
Marketing Concentration Requirements							
	Frq	Cr	<input checked="" type="checkbox"/>		Frq	Cr	<input checked="" type="checkbox"/>
ACCT 231 Financial Accounting	B	3		MRKT 342 Sales Management	SE	3	
ECON 212 Principles of Macroeconomics	B	3		MRKT 347 International Business	B	3	
MGMT 331 Business Law	B	3		Electives from the following:		3	
MGMT 446 Strategic Management	B	3		- MRKT 441 Marketing Research (3)	F		
MRKT 239 Principles of Marketing	B	3		- MRKT 446 Marketing Management (3)	S		
MRKT 332 Consumer Behavior	B	3		Other marketing elective:		3	
MRKT 341 Promotions Management	F	3		Other marketing elective:		3	
TOTAL HOURS						36	
Additional credits needed to graduate from a major, a second concentration, or two minors						35	
Frq = Frequency: B-both; F-fall; S-spring; O-odd yrs; E-even yrs						Total Hours all Courses	
						124	
IMPORTANT NOTES THE CONCENTRATION REQUIRES A MAJOR. A SECOND CONCENTRATION, OR TWO MINORS TO GRADUATE. 1. Students with ACT English less than 26 or SAT Writing less than 590 need to gain proficiency before taking RHET 205. Effective Communication. Requirements are: a. ACT English less than 19 or SAT Writing less than 460 = ENGL 102 (grade of A/B goes to RHET 205) b. ACT English 20-23 or SAT Writing 470-540 = ENGL 111 c. ACT English 24-25 or SAT Writing 550-580 = take writing proficiency in 1st sem. (pass = RHET 205; fail = ENGL 111) 2. To meet graduation requirement, students must visit wellness assessment kiosk once a semester and log physical activity in student portal (45 hours total by graduation).							