

Marketing Concentration

University Proficiencies						
See Notes at Bottom of Page 1	Cr	R		Cr	R	
Writing Proficiency Needed	X		ENGL 111 Composition	3		
ENGL 102 Basic English Skills	2		EXER 101 Lifetime Health Awareness	1		
TOTAL HOURS				4		
Core Curriculum Requirements						
	Cr	R		Cr	R	
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 Relationships (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: MGMT 435 Business Ethics	3		
Other:						
TOTAL HOURS				53		
Marketing Concentration Requirements						
	Frq	Cr	R	Frq	Cr	R
ACCT 231 Financial Accounting	B	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						
<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 \leq 15, SAT Writing \leq 22, CLT Writing \leq 18, ACCUPLACER \leq 236 = ENGL 100</p> <p>b. ACT English 16-19, SAT Writing 23-27, CLT Writing 19-23, ACCUPLACER 237-249 = ENGL 102 w/LAB (grade of C- or higher goes to ENGL 111)</p> <p>c. ACT English 20-23, SAT Writing 28-30, CLT Writing 24-29, ACCUPLACER 250-262 = ENGL 111 (Passing grade is English Proficient)</p> <p>d. ACT English 24-25, SAT Writing 31-32, CLT Writing 30-31 = May step up to COMM 205 or take ENGL 111</p> <p>e. ACT English \geq 26, SAT Writing \geq 33, CLT Writing \geq 32, ACCUPLACER \geq 263 = COMM 205</p> <p>2. To meet graduation requirement, students must meet the lifetime health, writing and math proficiencies. Please see your advisor for more information.</p>						