

Name: _____

Date: _____

Adviser: _____ 2025-2026

BBA in Marketing

University Proficiencies

See Notes at Bottom of Page 1	Cr	R		Cr	
Writing Proficiency earned by...circle one: ENG 111, ACT/SAT/CLT (Score:), AP, CLEP, IB, Accuplacer Score:					
ENGL 102 (Optional)	2				

Core Curriculum Requirements

	Cr	R		Cr	R
Artistic Expression: See 'Core Options' list	3		English: ENGL 111 - Composition	3	
Behavioral/Social Science Option: ECON 212 (Preferred)	3		Healthy Relationships: PSYC 138 (Preferred) or 112	3	
Bible:			Historical Inquiry: GOVT 170; HIST 111/112; 115/116	3	
BIBL 111 - Essential Christianity	3		Humanities Option: MGMT 435 - Business Ethics	3	
BIBL 115 - Old Testament Literature	3		Math: MATH 210 - Statistics	3	
BIBL 116 - New Testament Literature	3		Reading & Imagination: ENGL 123 (Preferred)	3	
BIBL 360-379 - Bible book study course	3		Science: w/o lab	3	
THEO 320 - Pentecost	3		Science: wLab	4	
ICST 454 - Global Culture and Compassion	3		University Seminar: BUSN 100	1	
Christian Stewardship: FIN 138 - Personal Finance	3		Wellness: EXER 101	1	
Effective Communication: COMM 205 - Effective Comm	3				
TOTAL HOURS				57	

Business Foundation Requirements

	Frq	Cr	R		Frq	Cr	R
ECON 212 - Principles of Macroeconomics (see core)	B	X		BUED 275 - Business Communications	B	3	
ECON 213 - Principles of Microeconomics	B	3		BSAN 250 - Introduction to Business Analytics	B	3	
MGMT 235 - Organizational Design & Mgmt	B	3		MGMT 331 - Business Law	B	3	
ACCT 231 - Financial Accounting	B	3		MRKT 347 - International Business	B	3	
ACCT 232 - Managerial Accounting	B	3		FIN 363 - Principles of Finance	B	3	
ACCT 239 - Spreadsheet Applications	B	3		MGMT 446 - Strategic Management	B	3	
MRKT 239 - Principles of Marketing	B	3		BUSN 496 - Senior Seminar	B	1	
TOTAL HOURS						37	

Marketing Major Requirements

Required:	Frq	Cr	R	Marketing Electives:	Frq	Cr	R
MRKT 332 - Consumer Behavior	F	3		Electives from following (or Dept approved):		9	
MRKT 341 - Promotions Management	F	3		BUSN 498 - Marketing Internship	B		
MRKT 389 - Digital Marketing	S	3		MRKT 333 - Advertising	F		
MRKT 441 - Marketing Research	F	3		MRKT 345 - Desktop Publishing	S		
MRKT 446 - Marketing Management	S	3		MRKT 331 - Entrepreneurship	S		
Electives from MRKT, MGMT, LEAD, COMM or others approved as related to vocation - OTHER:		6		MRKT 352 - Public Relations	F		
Elective:				ART 218 - Intro to Graphic Design	S		
Elective:				Options: MGMT 341, 349, 460			
				Options: BSAN 275, 325, 425			
TOTAL HOURS						30	

Frq = Frequency: B-both; F-fall; S-spring; O-odd yrs; E-even yrs

Total Hours all Courses

124

IMPORTANT NOTES

1. Students with ACT English less than 26 or SAT Writing less than 590 must gain proficiency before taking COMM 205 Effective Communication. Requirements :
 - a. ACT English \leq 15, SAT Writing \leq 22, CLT Writing \leq 18, ACCUPLACER \leq 236 = ENGL 100
 - 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)
 - c. ACT English 20-23, SAT Writing 28-30, CLT Writing 24-29, ACCUPLACER 250-262 = ENGL 111 (Passing grade is English Proficient)
 - d. ACT English 24-25, SAT Writing 31-32, CLT Writing 30-31 = May step up to COMM 205 or take ENGL 111
 - e. ACT English \geq 26, SAT Writing \geq 33, CLT Writing \geq 32, ACCUPLACER \geq 263 = COMM 205
2. To meet graduation requirement, students must meet the lifetime health, writing and math proficiencies. Please see your advisor for more information.

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Suggested Course Sequencing: Recommend 15 – 18 semester hours; Attending summer school will reduce semester hours.

Freshman Year					
Fall		Cr	Spring		Cr
BIBL 111 - Essential Christianity		3	BIBL 115 - Old Testament Literature		3
BUSN 100 - University Seminar		1	ECON 212 - Prin of Macroeconomics		3
FIN 138 - Personal Finance		3	ENGL 111 - Composition		3
Historical Inquiry		3	EXER 101 - Lifetime Health Awareness		1
MGMT 235 - Org Design & Mgmt		3	MRKT 239 - Principles of Marketing		3
MRKT 194 - Free Enterprise (recommended)		0.5	MRKT 194 - Free Enterprise(recommended)		0.5
PSYC 138 - Healthy Relationships		3	Science without Lab		3
		16.5			16.5
Sophomore Year					
Fall		Cr	Spring		Cr
COMM 205 - Effective Comm or ENGL - 211/212		3	ACCT 232 - Managerial Accounting		3
ACCT 231 - Financial Accounting		3	ACCT 239 - Spreadsheet Applications		3
BIBL 116 - NT Literature		3	BIBLE 360-379 - Bible Book Study		3
BUED 275 - Business Communications		3	ECON 213 - Prin of Microeconomics		3
MRKT 332 - Consumer Behavior		3	MATH 210 - Statistics		3
		15			15
Junior Year					
Fall		Cr	Spring		Cr
FIN 363 - Principles of Finance		3	BSAN 250 - Introduction to Business Analytics		3
MGMT 331 - Business Law		3	ENGL 123 - Intro to Literature		3
MRKT 341 - Promotions Management		3	ICST 454 - Global Culture and Compassion		3
MRKT 347 - International Business		3	MRKT 389 - Digital Marketing		3
THEO 320 - Pentecost		3	MRKT Elective		3
		15			15
Senior Year					
Fall		Cr	Spring		Cr
Artistic Expression		3	MGMT 435 - Business Ethics		3
BUSN 496 - Senior Seminar		1	MGMT 446 - Strategic Mgmt		3
MRKT 441 - Marketing Research		3	MRKT 446 - Marketing Mgmt		3
MRKT Elective		3	MRKT Elective		3
MRKT Elective		3	MRKT Elective		3
Science with lab		4			
		17			15

Course credits shown include 1 credit of Free Enterprise elective, total 124 which is the amount required to graduate. While not required, students are encouraged to earn credits for participation in FBLA (MRKT 194/294 Free Enterprise) or the Student Investment Group (FIN 299). Substitute another course if you are not required to take the course listed because of ACT/SAT scores or a transfer course. See the degree sheet to identify courses that are offered only one semester a year or every other year. Students are ultimately responsible for meeting all of the requirements of their degree program; we encourage each student to work closely with the assigned academic adviser for guidance. **Before entering your Junior year, ask for assistance in developing a graduation plan with projected daily schedules for each remaining semester to help assure that you will complete your major with preferred electives without conflicting course times.** To meet graduation requirement, students must meet the lifetime health, writing and math proficiencies. Please see your advisor for more information.