

## 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)	0			
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 Relationships (preferred); PSYC 112 Intro to Psychology	3		Reading & Imagination: ENGL 123 Intro to Literature; HUMN 230 Western Humanities	3			
Historical Inquiry: GOVT 170 Am Govt; HIST 111/112 Am Hist; HIST 115/116 Wrld Civ; SSCI 220 Order	3		Artistic Expression: HUMN 240 Culture; ART 100; ART 102/103; MUSC 113, COMF 220	3			
Behavioral/Social Science Option: ECON 212 Macroeconomics or any social/behavioral science	3		Humanities Option: Mass Comm; Deductive Logic; Critical Reasoning; humanities, foreign language, art, theater, English (not 102/111)	3			
Other:							
<b>TOTAL HOURS</b>				<b>53</b>			
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	S	3	
ECON 212 Principles of Macroeconomics	B	3		MRKT 347 International Business	B	3	
MGMT 331 Business Law I	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	
<b>TOTAL HOURS</b>						<b>36</b>	
<b>Additional credits needed to graduate from a major, a second concentration, or two minors</b>						<b>35</b>	
<i>Frq = Frequency: B-both; F-fall; S-spring; O-odd yrs; E-even yrs</i>					<b>Total Hours all Courses</b>		<b>124</b>
IMPORTANT NOTES							
<b>THE CONCENTRATION REQUIRES A MAJOR. A SECOND CONCENTRATION, OR TWO MINORS TO GRADUATE.</b>							
<p>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:</p> <ul style="list-style-type: none"> <li>a. ACT English less than 19 or SAT Writing less than 460 = ENGL 102 (grade of A/B goes to RHET 205)</li> <li>b. ACT English 20-23 or SAT Writing 470-540 = ENGL 111</li> <li>c. ACT English 24-25 or SAT Writing 550-580 = take writing proficiency in 1st sem. (pass = RHET 205; fail = ENGL 111)</li> </ul> <p>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).</p>							