

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				
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 360-379 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:								
TOTAL HOURS				53				
Business Foundation Requirements								
	Cr	<input checked="" type="checkbox"/>		Cr	<input checked="" type="checkbox"/>			
ECON 212 Principles of Macroeconomics	B	X	MGMT 331 Business Law I	B	3			
ECON 213 Principles of Microeconomics	B	3	MGMT 332 Business Law II	B	3			
MGMT 235 Organizational Design & Mgmt	B	3	BUED 275 Business Communications	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	<input checked="" type="checkbox"/>	Electives:	Frq	Cr	<input checked="" type="checkbox"/>	
MRKT 332 Consumer Behavior	F	3		Electives from following (or Dept approved):		9		
MRKT 341 Promotions Management	F	3		- BUSN 498 Marketing Internship (3)	B			
MRKT 389 Digital Marketing	S	3		- MRKT 333 Advertising (3)	S			
MRKT 441 Marketing Research	F	3		- MRKT 342 Sales Management (3)	SO			
MRKT 446 Marketing Management	S	3		- MRKT 345 Desktop Publishing (3)	S			
Electives from MRKT, MGMT, LEAD, CIS, COMM, ART or others approved as related to vocation		6		- MRKT 352 Public Relations (3)	F			
Other:				Other:				
TOTAL HOURS						30		
Additional credits from any area to reach total needed to graduate						4		
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 style="margin-left: 20px;">a. ACT English less than 19 or SAT Writing less than 460 = ENGL 102 (grade of A/B goes to COMM 205)</p> <p style="margin-left: 20px;">b. ACT English 20-23 or SAT Writing 470-540 = ENGL 111</p> <p style="margin-left: 20px;">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>								

Marketing

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

Freshman year

Fall	Cr
BUSN 100 University Seminar	1
FIN 138 Personal Finance	3
PSYC 138 or PSY 112 Psychology	3
GOVT 170 or HIST 111/112 or HIST 115/116 or SSCI 220	3
BIBL 111 Essential Christianity	3
MGMT 235 Org Design & Mgmt	3
MRKT 194 Free Enterprise (recommended-not requ	0.5
Total	16.5

Spring	Cr
ENGL 111 Composition *	3
BIBL 115 Old Testament Literature	3
MRKT 239 Principles of Marketing	3
BUED 275 Business Communications	3
Science without Lab	3
MRKT 294 Free Enterprise(recommended-not required)	0.5
Total	15.5

Sophomore year

Fall	Cr
COMM 205 Effective Comm or ENGL 211/21	3
ECON 212 Prin of Macroeconomics	3
BIBL 116 NT Literature	3
Consumer Behavior or MRKT Elective	3
ACCT 231 Financial Accounting	3
Total	15

Spring	Cr
ECON 213 Prin of Microeconomics	3
ACCT 232 Managerial Accounting	3
MRKT 332 Consumer Behavior or MRKT Electiv	3
ACCT 239 Spreadsheet Applications	3
BIBLE 360-379 Bible Book Study	3
Total	15

Junior year

Fall	Cr
MATH 210 Statistics	3
FIN 363 Principles of Finance	3
MGMT 331 Business Law I	3
MRKT 347 International Business	3
MRKT 341 Promotions Management	3
Total	15

Spring	Cr
ICST 350 Global Connections	3
MGMT 332 Business Law II	3
FIN 363 Principles of Finance	3
MRKT 389 Digital Marketing	3
ENGL 123 Intro to Lit or HUMN 230 or Western Humanities	3
MRKT elective	3
Total	18

Senior year

Fall	Cr
BUSN 496 Seminar Seminar	1
MRKT 441 Marketing Research	3
MRKT elective	3
Science with lab	4
THEO 320 Pentecost	3
Humanities Elective	3
Total	17

Spring	Cr
MGMT 446 Strategic Mgmt	3
MRKT 446 Marketing Mgmt	3
MRKT electives	6
HUMN 240 or ART 100 or ART 102/103 or MUSC 113 or COMF 220	3
Total	15

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. While 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 your Junior year, ask for assistance in developing a graduation plan with projected daily schedules that is specific to your degree and electives.**