

BACHELOR OF BUSINESS ADMINISTRATION - Marketing

Dept.	Class Name	Hrs.		Dept.	Class Name	Hrs.
FRESHMAN YEAR						
BPC 100	Student Success*	3		ENG 102	Rhetoric and Literature	3
BUS 101	Fundamentals of Computer Applications	3		HIS 151	World Civilizations I	3
CHR 100	Introduction to Biblical Worldview	3		MTH 102	College Algebra	3
ENG 101	Writing and Rhetoric	3		OPTION	Required Religion/Philosophy Course***	3
OPTION	Required Fine Arts Course**	3		OPTION	Required Social/Behavioral Science Course	3
	TOTAL	15			TOTAL	15
SOPHOMORE YEAR						
ACCT 201	Financial Accounting	3		ACCT 202	Managerial Accounting	3
BUS 100	Business Concepts	3		BUS 250	Legal Environment of Business	3
ECON 205	Principles of Macroeconomics	3		ECON 206	Principles of Microeconomics	3
HIS 152	World Civilizations II	3		OPTION	Required Lab Science Course	4
OPTION	Required Arts/Letters Course	3		OPTION	General Elective Course	3
	TOTAL	15			TOTAL	16
JUNIOR YEAR						
BUS 330	Writing in the Workplace	3		BUS 210	Business Statistics	3
MGT 331	Principles of Management	3		BUS 357	International Business	3
MKT 300	Principles of Marketing	3		MKT 310	Buyer Behavior	3
PE 205	Principles of Wellness	2		MKT 320	Advertising	3
OPTION	Required Lab Science Course	4		OPTION	Required Foreign Language/Culture Course	3
	TOTAL	15			TOTAL	15
SENIOR YEAR						
BUS 451	Managerial Finance	3		BUS 453	Business Strategy	3
MKT 330	Brand Management	3		MKT 420	Social Media Marketing	3
MKT 340	Principles of Professional Sales	3		MKT 430	Direct & Interactive Marketing	3
MKT 400	Marketing Metric & Analysis	3		MKT 450	Marketing Strategy	3
MKT 410	Business-to-Business Marketing	3		BUS 499	Internship****	3
	TOTAL	15			TOTAL	15
TOTAL PROGRAM HOURS REQUIRED: 121						

*Any student who has successfully completed 24 hours of college-level classes is exempt from BPC 100.

**Three semesters of Concert Choir (MUS-CC 160/ 260/360/460) fulfills the Fine Arts core requirement.

***Business majors should take BUS\CHR 230 to satisfy the core religion and philosophy requirement.

****Student must meet the division criteria for internship placement or the student and advisor will select an appropriate business course for substitution.