

Marketing Option

FRESHMAN – Fall Semester		Hours	FRESHMAN – Spring Semester		Hours
COL 100 Bryan Gateway Seminar		1	HIS general survey course (100/200 level)		3
ENG 109 College Writing I <u>OR</u> ENG 111 Freshman English*		3	Christian Life Formation Elective		1
CT 113 Critical Survey of Worldviews		3	Natural Science Elective (BIO, CHEM, PHYS)		3
Christian Life Formation Elective		1	COMM 111 Intro to Communication		3
MATH 115 College Algebra		3	EHS 111 Concepts of Physical Fitness		2
BUS 111 Intro to Computer Systems w/Bus Appl		3	BUS 121 Introduction to Business		3
			(ENG 110 College Writing II)*		
TOTAL HOURS		14	TOTAL HOURS		15
SOPHOMORE – Fall Semester			SOPHOMORE – Spring Semester		
BIB 222 Old Testament Literature & Interpretation		3	BIB 224 New Testament Literature & Interpretation		3
Foreign Language I		3	Foreign Language II		3
Choose ONE of the following: PSY 111, 228, or 334		3	ACCT 232 Principles of Accounting II		3
ACCT 231 Principles of Accounting I		3	ECFN 222 Principles of Economics II (Macro)		3
ECFN 221 Principles of Economics I (Micro)		3	MATH 211 Elementary Statistics		3
MKT 243 Principles of Marketing		3	MGT 237 Principles of Management		3
TOTAL HOURS		18	TOTAL HOURS		18
JUNIOR – Fall Semester			JUNIOR – Spring Semester		
Choose ONE of the following: ENG 211, FA 211, FLM 210, MUS 210, or THT 111		3	Natural Science Elective (BIO, CHEM, PHYS)		2
ENG 411 Expository Writing		3	Upper Level ACCT Elective		3
ECFN 325 Principles of Finance I		3	BUS 326 Legal Environment for Business		3
MKT 421 Marketing Research & Decision Making**		3	ECFN 326 Principles of Finance II		3
Upper Level MKT Elective		3	Upper Level MKT Elective		3
TOTAL HOURS		15	TOTAL HOURS		14
SENIOR – Fall Semester			SENIOR – Spring Semester		
Free Electives		8	Christian Life Formation Elective		1
BUS 377 or 378 Business Internship		1	Free electives		3
ECFN 439 Managerial Economics		3	BUS 448 International Business		3
MGT 424 Management Information Systems**		3	BUS 497 Business Seminar		2
			MGT 492 Policy and Strategy		3
			Upper Level MKT Elective		3
TOTAL HOURS		15	TOTAL HOURS		15

*Depending on standardized test scores, students are required to take either ENG 109-110 College Writing I and II (6 credits) OR ENG 111 Freshman English (3 credits). Students who are placed in the ENG 109-110 sequence will need to take ENG 110 in the spring semester of the freshman year.

**Offered Alternate Years

This document is to be used for planning purposes only. Please refer to the academic catalog for complete information. Course planning should be completed in consultation with your academic adviser. Not all courses are offered every semester or every year.