

Minimum Hours: 120

Business Administration (B.S.) Marketing Option

2024-2025 Catalog

FRESHMAN – Fall Semester		Hours	FRESHMAN – Spring Semester		Hours
COL 101 Foundations for Student Success+	1		Christian Studies Elective (BIB/CM/CT/PHIL)	3	
ENG 109 College Writing I <u>OR</u> ENG 111 Freshman English*	3		COMM 111 Intro to Communication	3	
CT 113 Critical Survey of Worldviews	3		HIS General Survey Course (100/200 level)	3	
MATH 115 College Algebra (or MATH 117, 122)	3		Natural Science Elective (BIO, CHEM, PHYS, SCI)***	2-4	
Free Electives	2		Free Elective	1	
BUS 111 Intro to Software w/Bus Applications	3		BUS 121 Introduction to Business	3	
			(ENG 110 College Writing II)*		
TOTAL HOURS	15		TOTAL HOURS	15	
SOPHOMORE – Fall Semester			SOPHOMORE – Spring Semester		
BIB 222 Old Testament Literature & Interpretation	3		BIB 224 New Testament Literature & Interpretation	3	
ECFN 221 Principles of Microeconomics	3		ACCT 232 Principles of Accounting II	3	
Choose ONE of the following: PSY 111, 228,330, or 334	3		ECFN 222 Principles of Macroeconomics	3	
ACCT 231 Principles of Accounting I	3		MATH 211 Elementary Statistics	3	
MKT 243 Principles of Marketing	3		MGT 237 Principles of Management	3	
TOTAL HOURS	15		TOTAL HOURS	15	
JUNIOR – Fall Semester			JUNIOR – Spring Semester		
Choose ONE of the following: ENG 100/200, FA 211, FLM 210, MUS 100/200, or THT 100/200 (excludes ENG 245, lessons, ensembles, practicums)	3		Natural Science Elective (BIO, CHEM, PHYS, SCI) <u>or</u> EHS 111***	2	
Christian Studies Elective (BIB/CM/CT/PHIL/GRK/HEB)	3		Free Electives	1	
ECFN 325 Principles of Finance I	3		ACCT Elective (300/400 level)	3	
MKT 421 Marketing Research & Decision Making**	3		BUS 326 Legal Environment for Business	3	
MKT Elective (300/400 level)	3		ECFN 326 Principles of Finance II	3	
			MKT Elective (300/400 level)	3	
TOTAL HOURS	15		TOTAL HOURS	15	
SENIOR – Fall Semester			SENIOR – Spring Semester		
Free Electives	8		Free electives	4	
BUS 377 Business Internship	1		BUS 448 International Business	3	
ECFN 439 Managerial Economics	3		BUS 497 Business Seminar	2	
MGT 424 Management Information Systems**	3		MGT 492 Policy and Strategy	3	
			MKT Elective (300/400 level)	3	
TOTAL HOURS	15		TOTAL HOURS	15	

+ COL 101 is required of first time freshmen who have no standardized test scores or those who score less than 18 on the ACT Composite, less than 960 on the SAT or less than 61 on the CLT.

*Students are required to take either ENG 109/110 College Writing I *and* II (6 credits) *OR* ENG 111 Freshman English (3 credits). Placement in ENG 111 requires an ACT *English* score of at least 21 *OR* an SAT Evidence-Based Reading & Writing score of at least 530 *OR* CLT score of at least 68. 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

***Natural Science elective w/ lab (4 cr) *or* two Natural Science electives (2/2) *or* one Natural Science elective (2) *and* EHS 111 (2)

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. Minimum total hours for a bachelors degree is 120.