Minimum Hours: 120

Marketing (B.A.)

| FRESHMAN – Fall Semester | Hours | FRESHMAN – Spring Semester | Hours | | |
|--|-------|---|-----------------------------|--|--|
| COL 100 Bryan Gateway Seminar | 1 | Natural Science Elective (BIO, CHEM, PHYS, SCI)** | 2-4 | | |
| ENG 109 College Writing I OR ENG 111 Freshman English* | 3 | HIS General Survey Course (100/200 level) | 3 | | |
| CT 113 Critical Survey of Worldviews | 3 | Christian Studies Elective (BIB/CMCTPHIL) | 3 | | |
| MATH 115 College Algebra (or MATH 117, 119, or 122) | 3 | Free Electives | 4 | | |
| Free Electives | 5 | MGT 237 Principles of Management | 3 | | |
| | | (ENG 110 College Writing II)* | | | |
| | | | | | |
| TOTAL HOURS | 15 | TOTAL HOURS | 15 | | |
| SOPHOMORE – Fall Semester | | SOPHOMORE – Spring Semester | SOPHOMORE – Spring Semester | | |
| BIB 222 Old Testament Literature & Interpretation | 3 | BIB 224 New Testament Literature & Interpretation | 3 | | |
| ECFN 221 Principles of Economics I (Micro) | 3 | COMM 111 Intro to Communication | 3 | | |
| Free Electives | 3 | Free Electives | 3 | | |
| MKT 243 Principles of Marketing | 3 | BUS 326 Legal Environment for Business | 3 | | |
| ACCT 231 Principles of Accounting I | 3 | MATH 211 Elementary Statistics | 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 | Christian Studies Elective (BIB/CM/CT/PHIL/GRK/HEB) | 3 | | |
| Free Electives | 6 | Free Electives | 6 | | |
| MKT 421 Marketing Research & Decision Making | 3 | MKT Elective (300/400 level) | 3 | | |
| MKT 329 Advertising & Promotion | 3 | Choose ONE of the following: ECFN 222 Prin of Econ II (Macro) or ECFN 325 Prin Fin I | 3 | | |
| TOTAL HOURS | 15 | TOTAL HOURS | 15 | | |
| SENIOR – Fall Semester | | SENIOR – Spring Semester | SENIOR – Spring Semester | | |
| Free Electives | 8 | Free Electives | 8 | | |
| Choose ONE of the following: PSY 111, 228, 330, or 334 | 3 | Natural Science elective (BIO, CHEM, PHYS, SCI) or EHS 111* | * 2 | | |
| MKT Elective (300/400 level) | 3 | BUS 497 Business Seminar | 2 | | |
| BUS 377 Business Internship | 1 | MKT 423 Digital Marketing | 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) <u>OR</u> 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.

** 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.