

# BACHELOR OF BUSINESS ADMINISTRATION - Marketing

Dept.	Class Name	Hrs.	Dept.	Class Name	Hrs.
<b>FRESHMAN YEAR</b>					
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
	<b>TOTAL</b>	<b>15</b>		<b>TOTAL</b>	<b>15</b>
<b>SOPHOMORE YEAR</b>					
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	OPTION	Required Lab Science Course	4
HIS 152	World Civilizations II	3	OPTION	General Elective Course (ECON 206 recommended)	3
OPTION	Required Arts/Letters Course	3	OPTION	General Elective Course	3
	<b>TOTAL</b>	<b>15</b>		<b>TOTAL</b>	<b>16</b>
<b>JUNIOR YEAR</b>					
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
	<b>TOTAL</b>	<b>15</b>		<b>TOTAL</b>	<b>15</b>
<b>SENIOR YEAR</b>					
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
	<b>TOTAL</b>	<b>15</b>		<b>TOTAL</b>	<b>15</b>

**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.