

MARKETING (BA)

Suggested Sequence of Courses for a Bachelor of Arts Degree in Marketing

Course	Title	Hours
Freshman Year		
First Semester		
ENGL-1010	English Composition	3
THEO-1100	Introduction to Theology	3
Foreign Language		4
GNST-1000	BC Experience	1
General Elective		3
BUSI-1650	Quantitative Methods in Business	3
Hours		17
Second Semester		
PHIL-1750	Principles of Nature	3
Foreign Language		4
Natural World Foundation		4
General Elective		3
BUSI-2650	Business Statistics	3
Hours		17
Sophomore Year		
First Semester		
EXSC-1115	Wellness for Life	1
Historical Foundation		3
Aesthetic Foundation		3
ACCT-2090	Principles of Financial Accounting	3
ECON-2090	Principles of Macroeconomics	3
MGMT-2250	Prin of Business Management	3
Hours		16
Second Semester		
Natural World Foundation		4
General Elective		3
ACCT-2100	Principles of Managerial Accounting	3
ECON-2100	Principles of Microeconomics	3
MKTG-3100	Principles of Marketing	3
Hours		16
Junior Year		
First Semester		
Historical Foundation		3
Philosophical Inquiry Foundation		3
General Elective		3
FINC-3100	Principles of Finance	3
MKTG-3880	Integrated Marketing Communications	3
MGMT-3250	International Management & Culture	3
Hours		18
Second Semester		
THEO-2000	Christian Moral Life	3
BUSI-4860	Seminar on Ethics & Morality for Bus Prof	1
General Elective		3
BUSI-3710	Legal Environment of Business	3

MKTG-3810	Consumer Behavior	3
BUSI Elective		3
Hours		16
Junior-Senior Year		
MKTG-4780	Experiential Learning Activity	0
Hours		0
Senior Year		
First Semester		
Aesthetic Foundation		3
Faith Foundation		3
MKTG-4810	International Marketing	3
BUSI-4850	Seminar on Executive Writing and Communic	1
ECON-3200	Managerial Economics & Pricing Theory	3
MKTG-4830	Marketing Research	3
Hours		16
Second Semester		
EXSC Fitness Course		1
Faith Foundation		3
BUSI-4900	Strategic Management	3
BUSI-4860	Seminar on Ethics & Morality for Bus Prof	1
MKTG-4850	Marketing Strategy	3
MKTG Elective		3
MKTG-COMP	Senior Comprehensive Exam	0
Hours		14
Total Hours		130