BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN MARKETING

General Education Studies – 38 Sem./Hrs.

English (6)
ENGL 1300  English Composition I
ENGL 1310  English Composition II

Speech/Communication (3)
Choose one:
COMM 1300  Principles of Oral Communication
COMM 1320  Fundamentals of Communication

Mathematics (3)
Choose one:
MATH 1350  College Mathematics
MATH 1370  College Algebra (or Math higher than College Algebra)

Computer Science (3)
CSCI 2300  Microcomputer Applications in Business (Prerequisite: CSCI 1300 or equivalency)

Science (8)
Choose two:
BIOL 1400  General Biology & Lab
PHYS 1400  Physical Science & Lab
BIOL 2400  Human Anatomy & Physiology & Lab I
BIOL 2401  Human Anatomy & Physiology & Lab II

Required Humanities (3)
HUMN 1310  Intro. to Humanities: Worldview

Fine Arts/Humanities (3)
Choose one:
ARTS 1330  Fine Arts: Theater
ARTS 1350  Music Appreciation
ENGL 2300  World Literature
HIST 2320  World Religions

Required Social Sciences (3)
PSCI 2300  U.S. Government

Social Sciences (3)
Choose one:
ECON 2330  Principles of Macroeconomics
ECON 2340  Principles of Microeconomics
HIST 2310  U.S. History I
HIST 2311  U.S. History II
HIST 2360  Western Civilization I
HIST 2370  Western Civilization II

Required Behavioral Sciences (3)
Choose one:
PSCS 1300  General Psychology
SOCI 1300  Intro. to Sociology
PSCS 2360  Human Growth & Development
Institutional Requirements – 24 Sem./Hrs.

Student Development (3)

STDV 1110  Alpha Seminar (first Fall semester of enrollment)
STDV 1111  Beta Seminar (freshmen students only)
STDV 1060-1, 2060-1 Service Learning I-IV
STDV 3060-1, 4060-1 Service Learning V-VIII

(Required participation each semester of attendance.)

STDV 3130  Cross-Cultural Practicum

Religion (21)

REL 1300  Intro. to the Bible (If you received a satisfactory score on the Bible Content Test, you may choose to take Old Testament or New Testament Survey instead.)
REL 1310  Old Testament Survey
REL 1320  New Testament Survey
REL 1350  Mentoring Foundations: Grids for Life & Learning
REL 2310  Intro. to Christian Theology: Nature & Character of God
REL 4320  Intro. to Christian Theology: Apologetics

Choose ONE COURSE if you took Intro. to the Bible or choose TWO COURSES if you were exempted from Intro. to the Bible:

REL 3370  Hebrew Wisdom Literature
REL 4300  The Bible as Literature

Business Administration Major – 66 Sem./Hrs.

Lower Level Core Requirements (30)

ACCT 2300  Principles of Accounting I
ACCT 2310  Principles of Accounting II
BUSN 1300  Business Foundations
BUSN 2300  The Legal Environment of Business
BUSN 2320  Data Analysis & Interpretation (Statistics)
COMM 2320  Business Communications
ECON 2330  Principles of Macroeconomics or
ECON 2340  Principles of Microeconomics
MGMT 2300  Principles of Management
MKTG 2300  Principles of Marketing
STDV 2300  Ethical Decisions in the Work Place

Upper Level Core Requirements (24)

BUSN 3300  Applied Business Ethics
BUSN 3310  International Business
BUSN 4390  Business Internship
FINC 3300  Money, Banking and Financial Markets
FINC 4310  Investments
MGMT 3320  Diversity & Multicultural Communication
MGMT 3360  Supply Chain Management
MGMT 4380  Business Leadership & Strategic Management

Required Business Administration: Marketing Concentration (12)

MKTG 3320  Promotional Strategy
MKTG 3360  Advertising & Public Relations

Choose two courses (six hours) from the following:

COMM 3310  Desktop Publishing
COMM 3350  Web Site Design & Development
COMM 4330  Public Relations Communication
MKTG 3310  Strategic Selling
MKTG 4340  Services Marketing

TOTAL PROGRAM REQUIREMENTS = 128 Semester Hours.