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 I: Nature & Character of God
- REL 4320  Intro. to Christian Theology II: Apologetics – Evidence for Faith

*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 3340  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