

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
SOC1 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 3310	Early Christian History: Luke/Acts
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

