

Note that this is a “Typical Program.” Actual programs will vary. See the Academic Catalog for official details.

MARKETING B.S. DEGREE

Advisor: Prof. McEowen

Fall 2013			Spring 2014		
<u>AC 241:</u>	<u>Principles of Accounting I</u>	3	<u>AC 242:</u>	<u>Principles of Accounting II</u>	3
<u>OA 215:</u>	<u>Business Software Applications³</u>	1	<u>BA 252:</u>	<u>Business Org. & Management</u>	3
<u>OA 215:</u>	<u>Business Software Applications³</u>	1	<u>OA 215:</u>	<u>Business Software Applications³</u>	1
<u>HS 115:</u>	<u>Hist Persp on Cult & Civ I</u>	3	<u>HS 116:</u>	<u>Hist Persp on Cult & Civ II</u>	3
<u>EN 121:</u>	<u>Academic Writing and Research</u>	3	<u>EN 151:</u>	<u>Perspectives on Literature</u>	3
<u>PE 110:</u>	<u>Introduction to Physical Wellness</u>	1	<u>115:</u>	<u>Introduction to AR/MU/TH</u>	2
<u>PY 111:</u>	<u>Introduction to Psychology⁴</u>	3			
	total	15		total	15
Fall 2014			Spring 2015		
<u>BA 281:</u>	<u>Principles of Marketing</u>	3	* <u>BA 326:</u>	<u>Consumer Behavior</u>	3
<u>EB 211:</u>	<u>Principles of Macroeconomics</u>	3	<u>EB 212:</u>	<u>Principles of Microeconomics</u>	3
<u>MA 151:</u>	<u>Intro to Probability & Statistics</u>	4	<u>MA 161:</u>	<u>Math for Mgr & Soc Sciences¹</u>	4
<u>BR 111:</u>	<u>Biblical History and Literature</u>	3	<u>PE 111:</u>	<u>Physical Education Activities</u>	1
<u>CO 215:</u>	<u>Public Speaking</u>	3		<u>Laboratory Science</u>	4
	total	16		total	15
Fall 2015			Spring 2016		
* <u>BA 311:</u>	<u>Salesmanship</u>	3	<u>BA 421:</u>	<u>Financial Management</u>	4
<u>OA 371:</u>	<u>Business Communications</u>	3	* <u>BA 473:</u>	<u>Market Research</u>	3
<u>MI 285:</u>	<u>Core Curriculum Christian Faith</u>	3		<u>Elective in Major²</u>	3
	<u>Electives</u>	7		<u>Creative Studio Arts</u>	1
				<u>Laboratory Science</u>	4
	total	16		total	15
Fall 2016			Spring 2017		
<u>BA 351:</u>	<u>Business Law</u>	3	* <u>BA 312:</u>	<u>Advertising & Promotion</u>	3
	<u>Elective in Major²</u>	3	<u>BA 481:</u>	<u>Bus Seminar in Social Issues</u>	3
<u>BR___:</u>	<u>Bible Elective [300+ level]</u>	3	<u>BA 495:</u>	<u>Internship in Business</u>	2-4
	<u>Elective [300+ level]⁵</u>	6	<u>PL___:</u>	<u>Introduction to Philosophy/Ethics</u>	3
				<u>Elective</u>	4
	total	15		total	15-17

NOTES:

1. Either MA 161 or MA 171 will fulfill the major requirement in math. MA 171 is recommended for those anticipating graduate school.
2. Two courses must be taken from: CO 331; BA 213, 362, 461, 462; and approved January Term courses.
3. Students must take three of the following OA215 Business Software Application courses or equivalent certificate: Word Processing, Spreadsheet, Database, Computer Graphics, Web Page Design.
4. PY 111 is recommended for those who anticipate having a minor in entrepreneurial small business.
5. Majors must be careful in selection of electives so that a sufficient number of upper division courses are taken. A minimum of 36 hours of 300+ courses is required for graduation.

*Indicates alternating year course.

Underlining indicates required for major.