

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

**MARKETING B.S. DEGREE**

**Advisor: Dr. McPherrren and Profs. Irick, Wickersham and Zehr**

Fall 2016			Spring 2017		
<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 Applications<sup>3</sup></u>	1	<u>BA 252:</u>	<u>Business Org. &amp; Management</u>	3
<u>OA 215:</u>	<u>Business Software Applications<sup>3</sup></u>	1	<u>OA 215:</u>	<u>Business Software Applications<sup>3</sup></u>	1
HS 115:	Hist Persp on Cult & Civ I	3	HS 116:	Hist Persp on Cult & Civ II	3
EN 121:	Academic Writing and Research	3	EN 151:	Perspectives on Literature	3
EX 101:	Wellness for Life	2	115:	Introduction to AR/DM/MU/TH	2
PY 111:	Introduction to Psychology <sup>4</sup>	3			
<b>total 16</b>			<b>total 15</b>		
Fall 2017			Spring 2018		
<u>BA 281:</u>	<u>Principles of Marketing</u>	3	<u>EB 212:</u>	<u>Principles of Microeconomics</u>	3
<u>EB 211:</u>	<u>Principles of Macroeconomics</u>	3	<u>MA 161:</u>	<u>Math for Mgr &amp; Soc Sciences<sup>1</sup></u>	4
<u>MA 151:</u>	<u>Intro to Probability &amp; Statistics</u>	4		<u>Elective in Major<sup>2</sup></u>	3
BR 111:	Biblical History and Literature	3		Creative Studio Arts	1
CO 215:	Public Speaking	3		Laboratory Science	4
<b>total 16</b>			<b>total 15</b>		
Fall 2018			Spring 2019		
<u>BA 351:</u>	<u>Business Law</u>	3	* <u>BA 312:</u>	<u>Advertising &amp; Promotion</u>	3
<u>OA 371:</u>	<u>Business Communications</u>	3	* <u>BA 326:</u>	<u>Consumer Behavior</u>	3
MI 285:	Core Curriculum Christian Faith	3	<u>BA 421:</u>	<u>Financial Management</u>	3
	Electives	5		Laboratory Science	4
				Elective	3
<b>total 14</b>			<b>total 16</b>		
Fall 2019			Spring 2020		
* <u>BA 311:</u>	<u>Salesmanship</u>	3	* <u>BA 473:</u>	<u>Market Research</u>	3
	<u>Elective in Major<sup>2</sup></u>	3	<u>BA 481:</u>	<u>Bus Seminar in Social Issues</u>	3
BR___:	Bible Elective [300+ level]	3	<u>BA 495:</u>	<u>Internship in Business</u>	2-4
	Elective [300+ level] <sup>5</sup>	7	PL___:	Introduction to Philosophy/Ethics	3
				Elective	3
<b>total 16</b>			<b>total 14-16</b>		

**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, 341, 461; 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, and Computer Graphics.
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.