

# BUSINESS ADMIN - MARKETING

## Bachelor of Arts

<u>First Year</u>	<u>Fall 2020</u>
Bible/Theology Core Class	3
GE 100 First Year Success	1
ENG 120 College Writing	3
GLS 103 Pressing Issues	3
ECN 233 Microeconomics	3
BUS 201 Business Essentials	3
CHP 100 Chapel & Spiritual Formation	
	<u>16</u>

<u>First Year</u>	<u>Spring 2021</u>
Bible/Theology Core Class	3
Humanities Elective	3
Lab Science	3
PE 106 Lifetime Fitness	2
ECN 234 Macroeconomics	3
BUS 302 Princ. of Management	3
CHP 100 Chapel & Spiritual Formation	
	<u>17</u>

<u>Second Year</u>	<u>Fall 2021</u>
Bible/Theology Core Class <b>OR</b> B/T Elective	3
Fine Arts (HUM101 or HUM103)	3
GE 290 Career Development	1
MTH 110 Contemporary Math	3
ACC 215 Financial Accounting	3
BUS 313 Business Info Systems	3
CHP 100 Chapel & Spiritual Formation	
	<u>16</u>

<u>Second Year</u>	<u>Spring 2022</u>
Bible/Theology Core Class <b>OR</b> B/T Elective	3
MTH 224 Statistics	3
ENG 220 Critical Reading & Writing	3
ACC 216 Managerial Accounting	3
MKT 362 Princ of Marketing & Sales	3
CHP 100 Chapel & Spiritual Formation	
	<u>15</u>

<u>Third Year</u>	<u>Fall 2022</u>
TH 317 Theology I	3
COM 205 Public Speaking	3
BUS 321 Business Ethics	2
BUS 331 Organizational Behavior	3
Marketing Concentration Elective	3
CHP 100 Chapel & Spiritual Formation	
	<u>14</u>

<u>Third Year</u>	<u>Spring 2023</u>
TH 318 Theology II	3
Philosophy	3
BUS 322 Business Law	3
Marketing Concentration Elective	3
Elective	3
CHP 100 Chapel & Spiritual Formation	
	<u>15</u>

<u>Fourth Year</u>	<u>Fall 2023</u>
Literature	3
History (HST101 or HST201)	3
BUS 341 Principles of Finance	3
Marketing Concentration Elective	3
BUS 317 Project Management	3
	<u>15</u>

<u>Fourth Year</u>	<u>Spring 2024</u>
Diversity Elective	2
BUS 452 Business in Global Economy	3
BUS 496 Strategic Management	3
Marketing Concentration Elective	3
Electives	5
	<u>16</u>

### Marketing Concentration Electives

MKT 363 Consumer Behavior	3 (even-numbered Spring)
MKT 411 Digital Marketing	3 (even-numbered Fall)
MKT 415 Marketing Research	3 ( <b>or</b> PSY373 Research Methods; MKT415 odd-numbered Fall)
MKT 424 Content Marketing	3 (odd-numbered Spring)
BUS 490 Business Internship	3

### Bible/Theology Core - 18 credits

Take **3** of these courses: BIB107 (OT-Fall), BIB112 (NT-Sprg), BIB315 (NT-Fall), BIB308 (OT-Sprg) - **9 credits**

Take TH 317, TH 318, one B/T elective - **9 credits**