

**MARKETING**

NAME	I.D.#	Expected Grad Date	B.S. Degree
<b>General Education Requirements</b>			
<u>3</u>	THEO 101 Christian Formation		
<u>3</u>	BLIT 202 Christian Scriptures I		
<u>3</u>	BLIT 303 Christian Scriptures II		
<u>3</u>	THEO 404 Christian Faith		
<u>3</u>	ENGL 109 College Writing I		
<u>3</u>	ENGL 210 College Writing II		
<u>3</u>	COMM 105 Fundamentals of Communication		
<u>3</u>	FINA 101 Introduction to Fine Arts		
<u>3</u>	HIST 200 Western Civilization		
<u>3</u>	LIT 205 Studies in Literature		
<u>0-8</u>	Elementary Foreign Language I & II <b>OR</b> approved International Culture Course		
<u>3-5</u>	PHSC 102 General Physical Science <b>OR</b> other lab course from Chemistry, Earth/Space, or Physics		
<u>3-4</u>	BIOL 201 General Biological Science <b>OR</b> approved biological lab science course		
<u>2-3</u>	PHED 190 Wellness or PHED 126 Nutrition		
<u>1</u>	PHED 191 Applied Fitness		
<b>Major: 64 - 65 hours</b>			
<u>4</u>	ACCT 110 Financial Accounting		
<u>3</u>	BSNS 160 Principles of Management		
<u>3</u>	BSNS 171 Business Comp Apps/Comm.		
<u>3</u>	BSNS 241 Business Statistics		
<u>3</u>	BSNS 253 Principles of Marketing		
<u>3</u>	BSNS 302 Personal Finance & Stewardship		
<u>3</u>	BSNS 351 Business Law I		
<u>3</u>	BSNS 390 Salesmanship		
<u>3</u>	BSNS 394 Global Marketing Management		
<u>3</u>	BSNS 403/503 Management Info Systems*		
<u>3</u>	BSNS 440 Marketing Research		
<u>3</u>	BSNS 457 Advertising and Promotions		
<u>3</u>	BSNS 467 Digital & Emerging Marketing Tech.		
<u>3</u>	BSNS 490/590 Business Policy & Strategy*		
<u>3</u>	BSNS 497/597 Leadership & Business Ethics*		
<u>3</u>	ECON 110 Principles of Economics		
<u>0-4</u>	BSNS 489 Internship <b>OR</b>		
<u>3</u>	BSNS 589 Internship*		
<b>Required of All Concentrations:</b>			
<u>1</u>	BSNS 371 Fall Marketing Agency 1		
<u>1</u>	BSNS 372 Spring Marketing Agency 2		
<u>1</u>	BSNS 471 Fall Marketing Agency 3		
<u>1</u>	BSNS 472 Spring Marketing Agency 4		
<b>AND Completion of one of the following concentrations:</b>			
<b>A. Marketing Management Concentration:</b>			
<b>Select 3 courses from the following (at least 2 must be from ACCT, BSNS, or ECON):</b>			
<u>4</u>	ACCT 111 Managerial Accounting		
<u>3</u>	BSNS 315 Federal Seminar		
<u>3</u>	BSNS 352 Business Law II		
<u>3</u>	BSNS 356 Retail Merchandising		
<u>3</u>	BSNS 450 Small Business Management		
<u>3</u>	ECON 365 International Trade/Finance		
<u>3</u>	ART 200 Intro to Graphics		
<u>3</u>	COMM 342 Persuasion and Media Influence <b>OR</b> COMM 331 Public Relations Writing		
<u>3</u>	COMM 362 Social Media Strategies		
<b>B. Commercial Graphics Concentration</b>			
<b>Select 3 courses from the following :</b>			
<u>3</u>	ART 200 Intro to Graphics		
<u>3</u>	ART 275 Photoshop		
<u>3</u>	ART 310 Graphics Advertising		
<u>3</u>	ART 320 Package Design		
<b>C. Corporate Relations Concentration</b>			
<b>Required:</b>			
<u>3</u>	COMM 132 Intro to Public Relations		
<b>Select 3 courses from the following:</b>			
<u>3</u>	COMM 141 Intro to Journalism		
<u>3</u>	COMM 305 Professional Communication		
<u>3</u>	COMM 325 Event Planning		
<u>3</u>	COMM 342 Persuasion and Media Influence		
<u>3</u>	COMM 362 Social Media Strategies		
<b>D. International Marketing Concentration</b>			
<u>6</u>	International Business Institute Program meets requirements of BSNS 394 and BSNS 490 (core), plus ECON 308 and 365.		
<b>Required Supporting course:</b>			
<u>3-4</u>	MATH 117 Finite Math <b>OR</b> MATH 137 Applied Calculus MATH 147 Calculus I		
* Students interested in the 4+1 MBA track <b>must</b> choose 4 courses at the 500 level.			