

MARKETING

B.S.

NAME	I.D.#	Expected Grad Date	Degree
General Education Requirements			
<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 OR approved International Culture Course		
<u>3-5</u>	PHSC 102 General Physical Science OR other lab course from Chemistry, Geology, or Physics		
<u>3-4</u>	BIOL 201 General Biological Science OR approved biological lab science course		
<u>2-3</u>	PHED 190 Wellness or PHED 126 Nutrition		
<u>1</u>	PHED 191 Applied Fitness		
Major: 63 - 64 hours			
<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 Marketing Management		
<u>3</u>	BSNS 403/503 Management Info Systems*		
<u>3</u>	BSNS 440 Marketing Research		
<u>3</u>	BSNS 453 Global Marketing		
<u>3</u>	BSNS 457 Advertising and Promotions		
<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 OR		
<u>3</u>	BSNS 589 Internship*		
AND Completion of one of the following concentrations:			
A. Marketing Management Concentration:			
Select 4 courses from the following (at least 3 must be from ACCT, BSNS, or ECON):			
<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 342 Intermediate Econ Statistics		
<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 OR COMM 331 Public Relations Writing		
<u>3</u>	COMM 362 Social Media Strategies		
B. Commercial Graphics Concentration			
<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		
C. Corporate Relations Concentration			
Required:			
<u>3</u>	COMM 132 Intro to Public Relations		
Select 3 courses from the following:			
<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		
D. International Marketing Concentration			
<u>6</u>	International Business Institute Program meets requirements of BSNS 453 and BSNS 490 (core), plus ECON 308 and 365.		
Required Supporting course:			
<u>3-4</u>	MATH 117 Finite Math OR MATH 137 Applied Calculus MATH 147 Calculus I		
Recommended Supporting Courses:			
<u>3</u>	GEOL 360 GIS/GPS		

* Students interested in the 4+1 MBA track **must** choose 4 courses at the 500 level.