



# SUGGESTED FOUR-YEAR PLAN for the BACHELOR OF SCIENCE IN MARKETING

## Freshman Year

| <u>Fall</u>  | <u>Credits</u> | <u>Spring</u>                                 | <u>Credits</u> |
|--|----------------|---|----------------|
| BUSA 204 Principles of Marketing.....                  | 3              | BUSA 203 Principles of Management.....        | 3              |
| ECON 101 Principles of Economics - Micro.....          | 3              | BUSA 211 Business Computer Applications.....  | 3              |
| MATH 141 Business Calculus or MATH 161 Calculus I... 4 |                | ECON 102 Principles of Economics - Macro..... | 3              |
| WRIT 101 Foundations of Academic Discourse.....        | 3              | HUMA 102 Civ and the Biblical Revelation..... | 3              |
| Foreign Language or General Elective.....              | 3              | Foreign Language or General Elective.....     | 3              |
| Physical Education 101 (men)/111 (women).....          | <u>1</u>       | Physical Education 102 (men)/112 (women)..... | <u>1</u>       |
|  | 17             |   | 16             |

Consult with advisor regarding specific courses and course loads per semester.

## Sophomore Year

| <u>Fall</u>                               | <u>Credits</u> | <u>Spring</u>                               | <u>Credits</u> |
|---|----------------|---|----------------|
| ACCT 201 Principles of Accounting I.....  | 3              | ACCT 202 Principles of Accounting II.....   | 3              |
| BUSA 201 Business Statistics.....         | 3              | BUSA 214 Business, Ethics, and Society..... | 3              |
| HUMA 200 Western Civilization.....        | 3              | FNCE 301 Principles of Finance.....         | 3              |
| Natural Science with Lab.....             | 4              | SSFT Course.....                            | 2              |
| Foreign Language or General Elective..... | <u>3</u>       | Foreign Language or General Elective.....   | <u>3</u>       |
|   | 16             |   | 14             |

## Junior Year

| <u>Fall</u>                               | <u>Credits</u> | <u>Spring</u>                             | <u>Credits</u> |
|---|----------------|---|----------------|
| BUSA 303 Business Law.....                | 3              | BUSA 305 Global Business Issues.....      | 3              |
| BUSA 315 Digital Marketing.....           | 3              | BUSA 419 Consumer Behavior.....           | 3              |
| Marketing Management Major Elective.....  | 3              | Marketing Management Major Elective.....  | 3              |
| Foundations of Social Science Course..... | 3              | HUMA 202 Civilization and Literature..... | 3              |
| HUMA 301 Civilization and the Arts.....   | <u>3</u>       | Natural Science with Lab.....             | <u>4</u>       |
|   | 15             |   | 16             |

## Senior Year

| <u>Fall</u>                                 | <u>Credits</u> | <u>Spring</u>                              | <u>Credits</u> |
|---|----------------|--|----------------|
| BUSA 411 Marketing Research.....            | 3              | BUSA 415 Strategic Marketing.....          | 3              |
| Marketing Management Major Elective.....    | 3              | BUSA 486 Business Policy and Strategy..... | 3              |
| HUMA 303 Christianity and Civilization..... | 3              | Marketing Management Major Elective.....   | 3              |
| General Elective.....                       | <u>8</u>       | General Electives.....                     | <u>8</u>       |
|   | 17             |  | 17             |

Note: No college credits are earned when a student receives a language waiver. When a waiver is earned, the credits currently assigned to foreign language study must be fulfilled through general electives of the student's choosing.