



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

## Freshman Year

<u>Fall</u>	<u>Credits</u>	<u>Spring</u>	<u>Credits</u>
MARK 104 Principles of Marketing.....	3	MNGT 103 Principles of Management.....	3
ECON 101 Principles of Economics - Micro.....	3	MNGT 110 Excel or MNGT 111 Business Computer App.....	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.....	<u>3</u>	Foreign Language or General Elective.....	3
	16	PHYE 100 Healthful Living.....	<u>1</u>
			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
STAT 131 Statistical Methods I.....	3	MARK 315 Digital Marketing.....	3
HUMA 200 Western Civilization.....	3	MNGT 214 Business, Ethics, and Society.....	3
Natural Science with Lab.....	4	FNCE 202 Principles of Finance.....	3
Foreign Language or General Elective.....	<u>3</u>	SSFT Course.....	2
	16	Foreign Language or General Elective.....	<u>3</u>
			17

## Junior Year

<u>Fall</u>	<u>Credits</u>	<u>Spring</u>	<u>Credits</u>
MNGT 303 Business Law.....	3	INBS 205 Global Business Issues.....	3
Marketing Management Major Elective.....	3	MARK 419 Consumer Behavior.....	3
Foundations of Social Science Course.....	3	Marketing Management Major Elective.....	3
HUMA 301 Civilization and the Arts.....	3	HUMA 202 Civilization and Literature.....	3
General Elective.....	<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>
MARK 411 Marketing Research.....	3	MARK 415 Strategic Marketing.....	3
Marketing Management Major Elective.....	3	MNGT 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>6</u>
	17		15

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.