

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	MATH 141 Business Calculus or MATH 161 Calculus I.....	4
MNGT 110 Excel or MNGT 111 Business Computer App	3	ECON 102 Principles of Economics - Macro.....	3
Writing Requirement or HUMA Course.....	3	Writing Requirement or HUMA Course.....	3
HUMA 100 The Humanities: Christian Wisdom.....	1	World Language or General Elective.....	<u>3</u>
World Language or General Elective.....	<u>3</u>		16
	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 319 Consumer Behavior.....	3
HUMA Course	3	MNGT 214 Business, Ethics, and Society.....	3
Natural Science with Lab.....	4	HUMA Course	3
MARK 215 Digital Marketing.....	<u>3</u>	INBS 205 Global Business Issues.....	<u>3</u>
	16		15

Junior Year

<u>Fall</u>	<u>Credits</u>	<u>Spring</u>	<u>Credits</u>
General Elective.....	3	General Elective.....	6
MARK 422 Marketing Analytics.....	3	Marketing Major Elective.....	3
Foundations of Social Science Course.....	3	HUMA Course	3
FNCE 202 Principles of Finance.....	3	MNGT 303 Business Law.....	3
HUMA Course	<u>3</u>	SSFT Course.....	<u>2</u>
	15		17

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 Major Elective.....	3	MNGT 486 Business Policy and Strategy.....	3
HUMA 300 Gospel and the Good Life: Christian Ethics....	2	Marketing Major Elective.....	3
General Electives.....	<u>9</u>	General Electives.....	<u>7</u>
	17		16

*Note: No college credits are earned when a student places out of a language course. In the event a student places out of a course, the credits currently assigned to world language study must be fulfilled through general electives of the student's choosing.