

Bachelor of Business Administration in Marketing
2015-2016 Catalog



FRESHMAN YEAR

| | | F | W | S | GENED PLAN | FINISH |
|-------------------------------------|----------|----|----|---|------------|--------|
| Religion | RELB 125 | | | 3 | R-1 or R-2 | |
| ♦ Southern Connections | NOND 101 | 1 | | | | |
| * Precalculus Algebra | MATH 120 | 3 | | | | |
| * Business Computer Concepts & Appl | BUAD 217 | 3 | | | I-2-b,c | |
| * Principles of Accounting I | ACCT 221 | 3 | | | I-5 | |
| College Composition I | ENGL 101 | 3 | | | | |
| Natural Science | | 3 | | | I-4 | |
| * Personal Finance | BUAD 128 | | 3 | | | |
| Intro to Public Speaking | COMM 135 | | 3 | | | |
| * Principles of Accounting II | ACCT 222 | | 3 | | | |
| College Composition II | ENGL 102 | | 3 | | | |
| Fitness for Collegiate Life | PEAC 125 | | 1 | | P-1a | |
| Aesthetic & Skills Development | | | 3 | | S-3 | |
| Total | | 16 | 16 | 3 | | |



SOPHOMORE YEAR

| | | | | | | |
|------------------------------------|----------|----|----|--|------------|--|
| * Principles of Management | MGNT 334 | 3 | | | | |
| *F Principles of Macroeconomics | ECON 224 | 3 | | | | |
| * Personal and Social Adjustment | | 3 | | | S-2 | |
| Civilization & Global Perspective | | 3 | | | I-3 | |
| Natural Science | | 3 | | | I-4 | |
| Physical Activity | PEAC | 1 | | | P-1b | |
| * Principles of Marketing | BMKT 326 | | 3 | | | |
| *W Principles of Microeconomics | ECON 225 | | 3 | | | |
| *W Business Statistics OR MATH 215 | BUAD 221 | | 3 | | | |
| Religion | | | 3 | | R-1 or R-2 | |
| History | | | 3 | | I-3-a | |
| Total | | 16 | 15 | | | |

Key:

- * B.B.A. Required Courses
- + Required to take In Residence
- F only offered in the Fall
- W only offered in the Winter
- ♦ Required First Semester Freshman Yr
- (W) = Writing class

JUNIOR YEAR

| | | | | | | |
|------------------------------------|----------|----|----|---|-------|--|
| * Sales Management | BMKT 328 | 3 | | | | |
| * Business Communications (W) | BUAD 310 | 3 | | | | |
| * Cost Accounting | ACCT 322 | 3 | | | | |
| Biblical Studies | RELB | 3 | | | R-3 | |
| Physical Activity | PEAC | 1 | | | P-1-b | |
| * Publication Tools and Techniques | JOUR 208 | 3 | | | | |
| * Business Law | BUAD 339 | | 3 | | | |
| * Business Finance | FNCE 315 | | 3 | | | |
| * Preparing to Meet the Firms | BUAD 412 | | 1 | | | |
| * Elective | | | 1 | | | |
| *W Consumer Behavior | BMKT 327 | | 3 | | | |
| *W Promotional Strategy | BMKT 423 | | 3 | | | |
| Internship | | | | 0 | | |
| Total | | 16 | 14 | 0 | | |

SENIOR YEAR

| | | | | | | |
|--|----------|----|----|--|-------|--|
| *F Marketing Technology | BMKT 345 | 3 | | | | |
| +* Ethical, Social, Legal (W) | BUAD 358 | 3 | | | | |
| Fit for Hire | PEAC 425 | 1 | | | P-1-c | |
| +*w Seminar in Business Administration | BUAD 488 | 1 | | | | |
| Aesthetic & Skills Development | | 3 | | | S-3 | |
| UD Religion (W) | | 3 | | | R-4 | |
| Health Science | | 2 | | | | |
| +* Business Strategies (W) | MGNT 464 | 3 | | | | |
| *w Elective: (PREL 334, 455, BMKT 229, MGNT 368) | | 3 | | | | |
| +* Marketing Strategy | BMKT 424 | 3 | | | | |
| *W Marketing Research | BMKT 497 | 3 | | | | |
| Total | | 14 | 14 | | | |

IMPORTANT:

See degree audit for
Christian Service requirements

The general education classes listed here are only a sample schedule.

Overall Total Hours 124