

B.B.A. Marketing

2016-2017 Sample Course Schedule — *This is a recommended schedule and may be altered as needed. Consult your adviser when making changes. See degree audit for Christian Service requirements.*

FALL			WINTER		
FIRST YEAR					
ACCT 221	Principles of Accounting I	3	ACCT 222	Principles of Accounting II	3
BUAD 128	Personal Finance	3	BUAD 217	Bus-Cptr Con & Appl (I-2)	3
ENGL 101	Critical Think in Ac Rdg & Wrtg I	3	COMM 135	Comm. & Public Speaking	3
MATH 120	Precalculus Algebra	3	ENGL 102	Critical Think in Ac Rdg & Wrtg II	3
NOND 101	Southern Connections	1	PEAC 125	Fitness for Collegiate Life	1
	RELB 125 or RELT 177 (R-1)	<u>3</u>		Aesthetic Analysis (IN-10)	<u>3</u>
		16			16
SECOND YEAR					
ECON 224	Principles of Macroeconomics (IN-9)	3	BMKT 326	Principles of Marketing	3
MGNT 334	Principles of Management	3	CPTC 100	Computer Concepts (IN-5)	1
	Physical Activity (P-1b)	1	ECON 225	Principles of Microeconomics	3
	PSYC128 or SOCI 125 (IN-8)	3	MATH 215	Statistics	3
	Natural Science (IN-7)	3		RELT 138, 225, or 255 (R-2)	3
	Elective	<u>3</u>		Historical Perspectives (IN-6)	<u>3</u>
		16			16
THIRD YEAR					
BMKT 328	Sales Management	3	BUAD 339	Business Law	3
BMKT 410	Service Marketing	3	BUAD 412	Preparing to Meet the Firms	1
BUAD 312	Professional Comm & Leadership	3	FNCE 315	Principles of Finance	3
JOUR 208	Publication Tools & Techniques	3	BMKT 327	Consumer Behavior	3
	Biblical Studies except 125 (R-3)	3	BMKT 423	Prin Integr Mktg Comm (SERV-2)	3
	Physical Activity (P-1b)	<u>1</u>		Elective	<u>1</u>
		16			14
SUMMER					
	Internship	0			
FOURTH YEAR					
BMKT 345	E-Marketing	3	BUAD 488	Seminar in Business Administration+	1
BUAD 358	Ethical, Social, Legal (W)+	3	BMKT 424	Marketing Strategy+	3
PEAC 425	Fit for Hire	1	MGNT 464	Business Strategies (W)+	3
	BMKT 229/375/PREL 344 or 455	3	BMKT 497	Marketing Research	3
	U.D. Religion (R-4) (W)	<u>3</u>		Electives	<u>5</u>
		13			15
TOTAL HOURS					124

NOTE: 6 hours in addition to those noted in the concentration must be taken in residence. Please consult with your advisor.
 +Required to take in residence.