

B.B.A. Marketing

2017-2018 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

FIRST YEAR

ACCT 221	Principles of Accounting I	3
BUAD 128	Personal Finance	3
ENGL 101	Critical Think in Ac Rdg & Wrtg I	3
MATH 120	Precalculus Algebra	3
NOND 101	Southern Connections	1
	RELB 125 or RELT 177 (R-1)	<u>3</u>
		16

WINTER

ACCT 222	Principles of Accounting II	3
BUAD 217	Bus-Cptr Con & Appl (I-2)	3
COMM 135	Comm. & Public Speaking	3
ENGL 102	Critical Think in Ac Rdg & Wrtg II	3
PEAC 125	Fitness for Collegiate Life	1
	Aesthetic Analysis (IN-10)	<u>3</u>
		16

SECOND YEAR

ECON 224	Principles of Macroeconomics (IN-9)	3
MGNT 334	Principles of Management	3
	Physical Activity (P-1b)	1
	PSYC 128 or SOCI 125 (IN-8)	3
	Natural Science (IN-7)	3
	Electives	<u>3</u>
		16

BMKT 326	Principles of Marketing	3
CPTC 100	Computer Concepts (IN-5)	1
ECON 225	Principles of Microeconomics	3
MATH 215	Statistics	3
	RELT 138, 225, or 255 (R-2)	3
	Historical Perspectives (IN-6)	<u>3</u>
		16

THIRD YEAR

BMKT 328	Sales Management	3
BMKT 410	Service Marketing	3
BUAD 312	Professional Comm & Leadership	3
JOUR 208	Publication Tools & Techniques	3
	Biblical Studies except 125 (R-3)	3
	Physical Activity (P-1b)	<u>1</u>
		16

BUAD 339	Business Law	3
MGNT 350	Managing Bus Networks and Operations	3
BUAD 412	Preparing to Meet the Firms	1
FNCE 315	Principles of Finance	3
BMKT 327	Consumer Behavior	3
BMKT 423	Prin Integr Mktg Comm (SERV-2)	<u>3</u>
		16

SUMMER

Internship	0
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FOURTH YEAR

BMKT 345	E-Marketing	3
BUAD 358	Ethical, Social, Legal (W)+	3
PEAC 425	Fit for Hire	1
	BMKT 229/375/PREL 344 or 455*	3
	U.D. Religion (R-4) (W)	<u>3</u>
		13

BUAD 488	Seminar in Business Administration+	1
BMKT 424	Marketing Strategy+	3
MGNT 364	International Business & Economics	3
MGNT 464	Business Strategies (W)+	3
BMKT 497	Marketing Research	3
	Electives	<u>2</u>
		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.
*Select three (3) hours from the following: BMKT 229, 375, PREL 344, 455.