Bachelor of Science - Business Administration/Public Relations 2015-2016 Catalog



FRESHMAN YEAR		F	W	S	GENED	PLAN	FINISH	Business and Management
Natural Science		•	**	3		1 22 31 1	1 11 11011	1
Southern Connections	NOND-101	1)				
Precalculus Algrebra	MATH 120	3						
** Business Computer Concepts & App	BUAD 217	3			I-2-b,c			
Intro to Communication	COMM 103	3			1-2-0,0			ADVERTISING STATES ADVERTISING STATES
College Composition I	ENGL 101	3						COMMANDATIONS WEDIANEWS OWNED SOTTONS ORGANIZATIONS
Natural Science	LIVOL IOI	3			I-4			SOMETIMES USED CRATED
* Personal Finance	BUAD 128		3		11			COMMUNICATION PRESS
* Introduction to Digital Storytelling	BRDC 127		3		S-3-c			GROUPSR CONTROL OF THE CONTROL OF TH
Intro to Public Speaking	COMM 135		3					DETRIE NOLLIDE AUDIENCES ORGANIZATION NOUSTRY MAY
College Composition II	ENGL 102		3					OPPORTS STAKEHOLDERS PREDIT
Fitness for Collegiate Life	PEAC 125		1		P-1-b			ALSO MESSAGE
Religion	1 L/1C 123		3		R-1 or R-2			
Tota	al	16	16	3	•			
SOPHOMORE YEAR							1	
Aesthetic & Skills Development		3			S-3			
* Principles of Macroeconomics	ECON 224	3						
* Principles of Accounting I	ACCT 221	3			I-5			
Physical Activity	PEAC	1			P-1-b			
* Writing for the Media	JOUR 105	3						
* Publication Tools & Techniques	JOUR 208	3						
* Principles of Marketing	BMKT 326		3					
* Principles of Microeconomics	ECON 225		3					
** Business Statistics OR MATH 215	BUAD 221		3					IMPORTANT:
* Principles of Accounting II	ACCT 222		3					See degree audit for
Health for Life			2		P-2			Christian Service requirements
Tota	al	16	14	-				·
JUNIOR YEAR							•	•
* Fundraising for Nonprofits (SERV-2)	PREL 368	3						
* Business Communications (W)	BUAD 310	3						Key:
Personal or Social Adjustment	BC11B 310	3			S-2			** Required Cognates
Ethical, Social, & Legal Env. (W)	BUAD 358	5			3-2			+ Required to take In Residence
Physical Activity	PEAC	1			P-1-b			F only offered in the Fall
History	TEMC	3			I-3-a			W only offered in the Winter
* Business Law	BUAD 339	3	3		1-J-a			(W) = Writing class
*+ Business Finance	FNCE 315		3					Required First Semester Freshman Year
Public Relations Principles & Theory	PREL 235		3					Required 141st Schlester 14 eshinan 1 ear
Religion	1 KLL 255		3		R-1 or R-2			
Civilization & Global Perspective			3		I-3			
Public Relations Internship	PREL 392		0	2				
Tota		13	15					
200				_				
								4

Turn sheet over for Senior Year courses and overall total hours of degree

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	SENIOR YEAR		F	\mathbf{W} S	GENED	PLAN	FINISH
*	PR Techniques	PREL 485	3				
	UD Religion		3		R-4		
	Aesthetic & Skills Development		3		S-3		
*	Communication Research	COMM 397	3				
*	Principles of Management	MGNT 334	3				
+	Seminar in Business Administration	on MGNT 488		1			
*	PR Campaign	PREL 482		3			
*	Business Strategies (W)	MGNT 464		3			
	Fundamentals of Advertising	PREL 344		3			
**W	Choose (BUAD 412 or COMM 41	5)		1			
	Fit for Hire	PEAC 425		1	P-1-c		
	Biblical Studies	RELB		3	R-3		
		Total	15	5 15			

125





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

Overall Total Hours