

B.S. Business Administration & Public Relations

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		WINTER			
FIRST YEAR					
COMM 103	Intro to Communication	3	BRDC 127	Intro. to Digital Storytelling	3
ENGL 101	Critical Think in Ac Rdg & Wrtg I	3	ENGL 102	Critical Think in Ac Rdg & Wrtg II	3
MATH 215	Statistics	3	COMM 135	Comm. & Public Speaking	3
NOND 101	Southern Connections	1	BUAD 217	Bus-Cptr Con & Appl	3
	Natural Science (IN-7)	3	PEAC 125	Fitness for Collegiate Life	1
	Elective	<u>2</u>	RELB 125 or RELT 177 (R-1)		<u>3</u>
		15			16
SECOND YEAR					
ACCT 221	Principles of Accounting I	3	ACCT 222	Principles of Accounting II	3
ECON 224	Principles of Macroeconomics (IN-9)	3	BMKT 326	Principles of Marketing	3
JOUR 105	Writing for the Media	3	CPTE 100	Computer Concepts (IN-5)	1
JOUR 208	Publication Tools & Techniques	3	BUAD 128 or ECON 225		3
	RELT 138, 225, or 255 (R-2)	3	Elective		<u>6</u>
	Physical Activity (P-1b)	<u>1</u>			16
		16			
THIRD YEAR					
BUAD 312	Professional Comm & Leadership	3	BUAD 339	Business Law	3
	BUAD 358 or JOUR 427	3	FNCE 315	Business Finance	3
	Physical Activity (P-1b)	1	PREL 235	Public Relations Prin. & Theory	3
	Aesthetic Analysis (IN-10)	3	PREL 368	Fundraising for Nonprofits	3
	U.D. Religion (R-4) (W)	<u>3</u>	PSYC 128 or SOCI 125		<u>3</u>
		13			15
SUMMER					
PREL 392	Public Relations Internship	3			
FOURTH YEAR					
COMM 397	Communication Research (W)	3	BUAD 412	Prep. to Meet the Firms or COMM 415	1
MGNT 334	Principles of Management	3	BUAD 488	Seminar in Business Admin.+	1
PREL 485	PR Techniques	3	MGNT 464	Business Strategies (W)+	3
	Historical Perspectives (IN-6)	3	PREL 344	Fundamentals of Advertising	3
	Elective	<u>3</u>	PREL 482	PR Campaign	3
		15	PEAC 425	Fit for Hire	1
				Biblical Studies except 125 (R-3)	<u>3</u>
					15
TOTAL HOURS					124

*Select one of the following courses for 0-3 hours: ACCT 491, 492; BMKT 491, 493; BUAD 491, 492; FNCE 491, 492; MGNT 491, 492. (Complete a minimum of 100 hours of supervised work experience).

NOTE: Will need to take MATH 117 only if MATH ACT score is below 18.