

B.B.A. Marketing

2020-2021 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

| | | |
|----------|-----------------------------------|-----------|
| CPTE 100 | Computer Concepts (IN-5) | 1 |
| ENGL 101 | Critical Think in Ac Rdg & Wrtg I | 3 |
| MATH 215 | Statistics | 3 |
| NOND 101 | Southern Connections | 1 |
| PEAC 125 | Fitness for Collegiate Life | 1 |
| | Historical Perspectives (IN-6) | 3 |
| | Natural Science (IN-7) | <u>3</u> |
| | | 15 |

SECOND YEAR

| | | |
|----------|------------------------------|-----------|
| ACCT 221 | Principles of Accounting I | 3 |
| BUAD 217 | Bus-Cptr Con & Appl (1-2) | 3 |
| ECON 224 | Principles of Macroeconomics | 3 |
| MGNT 334 | Principles of Management | 3 |
| | Physical Activity (P-1b) | 1 |
| | PSYC 128 or SOCI 125 (IN-8) | <u>3</u> |
| | | 16 |

THIRD YEAR

| | | |
|----------|--------------------------------|-----------|
| BUAD 201 | Business Major Qualification | 0 |
| BUAD 305 | Business Analytics | 3 |
| BUAD 312 | Professional Comm & Leadership | 3 |
| BUAD 339 | Business Law | 3 |
| BUAD 358 | Ethical, Social, Legal (W)+ | 3 |
| FNCE 315 | Principles of Finance | 3 |
| | Physical Activity (P-1b) | <u>1</u> |
| | | 16 |

SUMMER

| | | |
|----------|------------|----------|
| BMKT 493 | Internship | 3 |
|----------|------------|----------|

FOURTH YEAR

| | | |
|----------|---------------------------------------|-----------|
| BMKT 345 | E-Marketing | 3 |
| MGNT 464 | Business Strategies (W)+ | 3 |
| | Select BMKT 328, 375, PREL 246 or 455 | 3 |
| | Aesthetic Analysis (IN-10) | 3 |
| | U.D. Religion (R-4) (W) | <u>3</u> |
| | | 15 |

WINTER

| | | |
|----------|------------------------------------|-----------|
| BUAD 128 | Personal Finance (IN-9) | 3 |
| COMM 135 | Comm. & Public Speaking | 3 |
| ENGL 102 | Critical Think in Ac Rdg & Wrtg II | 3 |
| MATH 120 | Precalculus Algebra | 3 |
| | RELB 125 or RELT 177 (R-1) | <u>3</u> |
| | | 15 |

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|----------|--------------------------------|-----------|
| ACCT 222 | Principles of Accounting II | 3 |
| ARTG 115 | Introduction to Graphic Design | 3 |
| BMKT 326 | Principles of Marketing | 3 |
| ECON 225 | Principles of Microeconomics | 3 |
| | RELT 138, 225, or 255 (R-2) | <u>3</u> |
| | | 15 |

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|-------------|------------------------------------|-----------|
| BMKT 327 | Consumer Behavior | 3 |
| BMKT 410 or | Service Marketing (W/Odd) | 3 |
| BMKT 423 | Prin. Integr Mktg Comm (W/Even) | |
| BUAD 412 | Preparing to Meet the Firms | 1 |
| MGNT 350 | Bus. Oper. & Supply Chain Mgt. | 3 |
| MGNT 364 | International Business & Economics | 3 |
| | Biblical Studies (R-3) | <u>3</u> |
| | | 16 |

TOTAL HOURS **124**

+Required to take in residence.

NOTE: 9 UD hours in the concentration must be taken in residence. These hours are in addition to those noted.

Please consult with your advisor.