

Bachelor of Arts or Science – Business Administration – Marketing

Test Scores	English:	Math:	Reading:	Science:	Composite:
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Freshman Fall (16-17 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
HLG 011	Freshman Seminar	1			
BIB 113	Old Testament or	3			
BIB 123	New Testament				
	Non-Life Science Course (one gen ed science must have lab)	3-4			
ENG 104	English Composition I	3			
Major Requirements					
MAN 243	Principles of Business Mgmt.	3			
MTH 143	College Algebra (Min. Grade C)	3			

Freshman Spring (15-16 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
BIB 113	Old Testament or	3			
BIB 123	New Testament				
ENG 106	English Composition II	3			
	Fine Arts Appreciation Course	3			
BIO ____	Life Science (one gen ed science must have lab)	3-4			
Major Requirement					
BUS 253	Ethics & Leadership**	3			

Sophomore Fall (16 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
CAS 101	Intro to Speech Communication	3			
PHE ____	P.E. Course	1			
Major Requirements					
ACC 243	Principles of Financial Accounting *	3			
BUS 273	Business Statistics*	3			
ECO 213	Macroeconomics	3			
MKT 313	Principles of Marketing	3			

Sophomore Spring (14-16 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
	Fine Arts Course	1-3			
HST ____	History Course	3			
PHE ____	P.E. Course	1			
Major Requirements					
ACC 263	Principles of Managerial Accounting **	3			
ECO 223	Microeconomics**	3			
	Elective	3			

Junior Fall (16 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
LIT ____	Literature Course	3			
Major Requirements					
BIS/CIS__	Controlled Elective	1			
BUS 363	Business Law*	3			
CAM 453	Public Relations*	3			
FIN 323	Principles of Finance*	3			
MKT 323	Principles of Advertising*	3			

Junior Spring (16 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
LIT ____	Literature Course	3			
Major Requirements					
BIS/CIS __	Controlled Elective	1			
BUS 333	Applied Calculus**	3			
MKT 343	Sales Management** (odd yr)	3			
MKT 483	or Marketing Research ** (even yr)				
	Upper Level Business Dept. Course	3			
	Upper Level Elective	3			

Senior Fall (16 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
HST ____	History Course	3			
MLN ____	Language Course (BA Only) or Elective	3			
Major Requirements					
BIS 353	Business Info Systems*	3			
BIS/CIS __	Controlled Elective	1			
BUS 313	Organizational Communication*	3			
	Upper Level Elective	3			

Senior Spring (15 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
	Language Course (BA Only) or Elective	3			
Major Requirements					
BUS 499	Business Strategy**	3			
MKT 343	Sales Management** (odd yr)	3			
MKT 483	or Marketing Research ** (even yr)				
	Elective	3			
	Elective	3			

* Offered fall semester only, ** Offered spring semester only, † Must be taken concurrently