

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					
MKT 313	Principles of Marketing	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			
_____	Elective	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			
BUS 253	Ethics & Leadership**	3			
ECO 223	Microeconomics**	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			
MLN ____	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

This is a proposed guideline. Hannibal-LaGrange University reserves the right to make changes to degree plans without advanced notice or obligation. Students should review the HLGU Academic Catalog for policies which govern specific general education, program, and graduation requirements.