

## Business Administration - BS Marketing Concentration

General Education Requirements		Courses	48 Cr Hrs	Term	Grade
<b>Chapel</b> See Chapel Attendance Requirements in the HLGU Student Handbook.		HLG 010 Chapel Credits Each Semester	0		
<b>Bible</b> Students may take BIB 132 & BIB 133 (Land of the Bible I & II) as a substitute for either BIB 113 or BIB 123.		BIB 113 Old Testament Survey	3		
		BIB 123 New Testament Survey	3		
		BIB 153 Biblical Worldview	3		
<b>Written &amp; Public Communication</b> Academic advisors will use the composition course placement policy to ensure enrollment in the appropriate course.		ENG 104 English Composition I	3		
		ENG 106 English Composition II	3		
		CAS 101 Introduction to Public Speaking	3		
<b>Fine Arts and Humanities</b> PHL 213 Introduction to Philosophy, CMN 313 Christian Professional Ethics, PHL 253 Introduction to Logic, or any additional LIT course.		Select three credit hours from LIT	3		
		Select three credit hours from ART, MUS, or THR	3		
		Select three credit hours from the requirements listed to the left	3		
<b>Social and Behavioral Sciences</b> PSY 113 General Psychology or higher, SOC 113 Introduction to Sociology, SOC 123 Marriage & Family, ECO 213 Macroeconomics, ECO 223 Microeconomics, FIN 101 Personal Finance, CRJ 113 The US Criminal Justice System, or HON 301 Intellectual Development of the Western World.		US History I or II	3		
		HST and/or PLS	3		
		Select three credit hours from the requirements listed to the left	3		
<b>Natural Sciences</b> At least one of these courses must be a lab course. Transfer students with six credit hours of science with no lab should contact the Chair of the Natural Science Department.		Life Science Courses (ie. Biology, Ecology)	3 or 4		
		Non-Life Science Courses (ie. Chemistry, Physics, Earth Science)	3 or 4		
<b>Mathematics</b> Only MTH 127, MTH 131, 143, 153, or 185 will meet this requirement.		Select appropriate mathematics course	3		
<b>Physical Education</b>		PHE 110 Health and Fitness for Life	1		
<b>Physical Activity</b>			1		
Core Requirements		Courses	59 Cr Hrs	Term	Grade
Business Support Requirement		ECO 213 Macroeconomics	3		
Business Support Requirement		ECO 223 Microeconomics	3		
		ACC 243 Principles of Financial Accounting	3		
		ACC 263 Principles of Managerial Accounting	3		
		BIS 353 Business Information Systems	3		
		BUS 305 Christian Professional Ethics	3		
		BUS 273 Business Statistics	3		
		BUS 313 Organizational Communication	3		
		BUS 363 Business Law	3		
		BUS 499 Business Strategy	3		
		FIN 323 Principles of Finance	3		
		MAN 243 Principles of Business Management	3		
		MKT 313 Principles of Marketing	3		
		BIS 131 Spreadsheet Software	2		
Marketing Requirement		CAM 333 Media Relations & Social Media	3		
Marketing Requirement		CAM 453 PR: Strategies & Tactics	3		
Marketing Requirement		MKT 323 Principles of Advertising	3		
Marketing Requirement		MKT 343 Sales Management	3		
Marketing Requirement		MKT 483 Marketing Research	3		
Marketing Requirement		CAM 473 Public Relations: Case Studies & Research	3		
Electives		Course ID	Cr Hrs	Term	Grade

### Total Hours Required for Graduation:

**124 Hours**

Graduation requires a minimum of 124 credit hours and a minimum of 40 upper-level credit hours. Only eight credit hours of activity courses may be applied to these minimums.