Requirements Effective March 2012 COMPLETED _____ DATE _____

MARKETING

_____ _____ _____ B.S.
NAME I.D.# Expected Grad Date Degree

General Education Requirements
has needs
___3___ THEO 101 Christian Formation
___3___ BLIT 202 Christian Scriptures I
___3___ BLIT 303 Christian Scriptures II
___3___ THEO 404 Christian Faith
___3-4___ ENGL 108 or 109 College Writing I
___3___ ENGL 210 College Writing II
___3___ COMM 105 Fundamentals of Communication
___3___ FINA 101 Introduction to Fine Arts
___3___ HIST 200 Western Civilization
___3___ LIT 205 Studies in Literature
___3-8___ Elementary Foreign Language I & II OR approved International Culture Course _____
___3-5___ PHSC 102 General Physical Science OR other lab course from Chemistry, Geology, or Physics _____
___3-4___ BIOL 201 General Biological Science OR approved biological lab science course _____
___3___ PHED 126 Nutrition or PHED 190 Wellness

Required Supporting course:
___3-4___ MATH 117 Finite Math OR MATH 147 Calculus I

Recommended for all Business Majors:
___1___ CMIN 101 Sharing Our Faith

Major: 59 - 63 hours
has needs
___4___ ACCT 110 Financial Accounting
___3___ BSNS 160 Principles of Management
___3___ BSNS 171 Business Computer Apps and Communication
___3___ BSNS 241 Business Statistics
___3___ BSNS 253 Principles of Marketing
___3___ BSNS 302 Principles of Finance
___3___ BSNS 303 Management Info Systems
___3___ BSNS 351 Business Law I
___3___ BSNS 390 Salesmanship
___3___ BSNS 394 Marketing Management
___3___ BSNS 440 Marketing Research
___3___ BSNS 453 Global Marketing
___3___ BSNS 457 Advertising and Promotions
___3___ BSNS 490 Business Policy & Strategy
___3___ BSNS 495 Seminar in Leadership
___3___ ECON 110 Principles of Economics

AND Completion of one of the following concentrations:

A. Marketing Management Concentration:
Select 4 courses from the following (at least 3 must be from ACCT, BSNS, or ECON):
___4___ ACCT 111 Managerial Accounting
___3___ BSNS 315 Federal Seminar
___3___ BSNS 352 Business Law II
___3___ BSNS 356 Retail Merchandising
___3___ BSNS 450 Small Business Management
___1-4___ BSNS 489 Internship
___3___ ECON 342 Intermediate Econ Statistics
___3___ ECON 365 International Trade/Finance
___3___ ART 200 Intro to Graphics
___3___ COMM 342 Persuasion and Media Influence OR COMM 331 Public Relations Writing

B. Commercial Graphics Concentration
___3___ ART 200 Intro to Graphics
___3___ ART 275 Photoshop
___3___ ART 310 Graphics Advertising
___3___ ART 320 Package Design

C. Communication/Public Relations Concentration
Select 4 courses from the following:
___3___ COMM 141 Intro to Journalism
___3___ COMM 305 Professional Communication
___3___ COMM 325 Event Planning
___3___ COMM 331 Public Relations Writing
___3___ COMM 342 Persuasion and Media Influence

D. International Marketing Concentration
___12___ International Business Institute Program