

# COLLEGE OF BUSINESS

## 2022-2023 Marketing BBA DEGREE PLAN

FIRST YEAR - FRESHMAN								
Fall Semester				Spring Semester				
Dept.	Crse#	Course Name	Hrs.	Dept.	Crse#	Course Name	Hrs.	
BIB	121	Life of Christ <sup>1</sup>	2	BIB	122	Acts of the Apostles <sup>1</sup>	2	
ENG	101	English Composition I <sup>1</sup>	3	ENG	102	English Composition II <sup>1,2</sup>	3	
MAT	235	Introductory Statistics <sup>1,2</sup>	3	COM	140	Speech Communication <sup>1</sup>	3	
		Natural Science <sup>1</sup>	3			Elective	3	
HIS		History <sup>1</sup>	3			Behavioral Science <sup>1</sup>	3	
		Elective	1			Elective	2	
			<b>15</b>				<b>16</b>	
SECOND YEAR - SOPHOMORE								
Fall Semester				Spring Semester				
Dept.	Crse#	Course Name	Hrs.	Dept.	Crse#	Course Name	Hrs.	
BIB		Bible	2	BIB		Bible	2	
ACC	231	Principles of Accounting I	3			Critical and Creative Works <sup>1</sup>	3	
MKT	261	Principles of Marketing	3	ACC	233	Principles of Accounting II <sup>2</sup>	3	
MGT	241	Principles of Management	3	BUS	254	Business Technology	3	
ECO	272	Microeconomics	3	ECO	271	Macroeconomics	3	
		Elective	3	BAN	225	Quantitative Business Analysis	3	
			<b>17</b>				<b>17</b>	
THIRD YEAR - JUNIOR								
Fall Semester				Spring Semester				
Dept.	Crse#	Course Name	Hrs.	Dept.	Crse#	Course Name	Hrs.	
BIB		Bible	2	BIB	346	Foundations of Faith <sup>1</sup>	3	
FIN	385	Managerial Finance <sup>3</sup>	3			Elective	3	
BUS	351	Business Communication <sup>2</sup>	3			UD Business Elective or Internship	3	
MKT	362	Consumer Behavior <sup>3</sup>	3	BUS	354	Legal Environment of Business	3	
MKT	367	Digital Marketing	3	MKT	366	Marketing Promotions <sup>3</sup> OR	3	
		UD Business Elective or Intern.	3	MKT	467	Advanced Digital Marketing		
			<b>17</b>				<b>15</b>	
FOURTH YEAR - SENIOR								
Fall Semester				Spring Semester				
Dept.	Crse#	Course Name	Hrs.	Dept.	Crse#	Course Name	Hrs.	
BIB		Bible	2	BIB	495	Values in Human Thought <sup>1</sup>	3	
MKT	364	Personal Selling <sup>3</sup>	3	BUS	459	Business Capstone <sup>3</sup>	3	
BUS	325	Business Analytics	3	MKT	462	Marketing Strategy 3	3	
		Elective	3	BUS	455	Business Ethics	3	
		Elective	3			Elective	3	
			<b>14</b>				<b>15</b>	
							<b>Total</b>	<b>126</b>

<sup>1</sup>General Education Requirement

<sup>2</sup>General Education Course Requirements in *Undergraduate Catalog*

<sup>3</sup>Course has prerequisite. See corresponding *Undergraduate Catalog*

**The following guidelines are important. Failure to follow these guidelines may delay**

1. Plan schedules carefully. Plan to fulfill prerequisites for future courses.

2. Do not alter the sequence of courses without consulting with your academic adviser as not all classes are offered every semester.
3. Before the enrollment period, check to make sure holds will not prevent you from registering.
4. Register for classes early during the registration period to secure classes.

**The Four-Year Degree Plan is a suggested plan of study. This plan does not replace the *Undergraduate Catalog*. The *Undergraduate Catalog* provides the official listing of program requirements.**

### 2021-22 Undergraduate General Education Course Requirements

I. Biblical Values	III. Broadened Perspectives
<b>A. Bible</b>	<b>A. Behavioral Sciences</b>
BIB 121 & 122 & 346 <b>OR</b> 446 7	FAM/SOC 230 <b>OR</b> PSY 210 <b>OR</b> SOC 241 <b>OR</b> SOC 251 3
<b>II. Basic Skills</b>	<b>B. Natural Sciences</b>
<b>A. Written Communication</b>	BIO 100 <b>OR</b> BIO 105 <b>OR</b> BIO 110 <b>OR</b> BIO 111 <b>OR</b> BIO 112 <b>OR</b> BIO 211 <b>OR</b> CHE 121 <b>OR</b> PHS 111 <b>OR</b> PHS 112 <b>OR</b> PHS 201 <b>OR</b> PHS 211 3
ENG 101 <b>AND</b> ENG 102 6	
<b>B. Oral Communication</b>	<b>C. Arts and Humanities</b>
COM 140 3	<i>HISTORY:</i> HIS 111 <b>OR</b> HIS 112 <b>OR</b> HIS 221 <b>OR</b> HIS 222 <b>OR</b> POL 251 3
<b>C. Quantitative Reasoning</b>	<i>CRITICAL AND CREATIVE WORKS:</i> ART 110 <b>OR</b> ART 234 <b>OR</b> ENG 225 <b>OR</b> ENG 226 <b>OR</b> ENG 235 <b>OR</b> ENG 236 <b>OR</b> ENG 245 <b>OR</b> ENG 246 <b>OR</b> MUS 110 <b>OR</b> MUS 214 <b>OR</b> PHI 243 <b>OR</b> PHI 245 <b>OR</b> PHI246 <b>OR</b> THE 160 <b>OR</b> THE 265 <b>OR</b> THE 299A 3
MAT 100 <b>OR</b> MAT 101 <b>OR</b> MAT 120 <b>OR</b> MAT 122 <b>OR</b> MAT235 3	
<i>Complete course names and descriptions for the General Education Course Requirements are located in the Undergraduate Catalog.</i>	<i>HUMANITIES CAPSTONE: BIB/HUM 495</i> 3
	<b>Total</b> 34