

COLLEGE OF BUSINESS

2023-2024 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 ¹	2	BIB	122	Acts of the Apostles ¹	2
ENG	101	English Composition I ¹	3	ENG	102	English Composition II1,2	3
MAT	235	Introductory Statistics1,2	3	COM	140	Speech Communication ¹	3
		Natural Science ¹	3			Elective	3
HIS		History ¹	3			Behavioral Science ¹	3
		Elective	1			Elective	2
			15				16
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 ¹	3
MKT	261	Principles of Marketing	3	ACC	233	Principles of Accounting II2	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
			17				17
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 ¹	3
FIN	385	Managerial Finance ³	3			Elective	3
BUS	351	Business Communication ²	3			UD Business Elective or Internship	3
MKT	362	Consumer Behavior ³	3	BUS	354	Legal Environment of Business	3
MKT	367	Digital Marketing	3	MKT	366	Marketing Promotions ³ OR	3
		UD Business Elective or Intern.	3	MKT	467	Advanced Digital Marketing	
			17				15
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 ¹	3
MKT	364	Personal Selling ³	3	BUS	459	Business Capstone ³	3
BUS	325	Business Analytics	3	MKT	462	Marketing Strategy 3	3
		Elective	3	BUS	455	Business Ethics	3
		Elective	3			Elective	3
			14				15
Total							126

1General Education Requirement

2General Education Course Requirements in *Undergraduate Catalog*

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