

PROGRAM	Bachelor of Science in Marketing																	
	Students wishing to pursue a business degree should register as a Pre-Business major. After completing the six pre-business core requirements with a “C” grade or higher, they may declare Marketing as their major. See your advisor once you have completed these requirements.																	
<p><i>Macroeconomics and Microeconomics are required pre-business core. If you choose to use one of them also as a social science Gen Ed requirement, then you must take an additional elective to complete the 124 credit hour requirement.</i></p> <p><i>Christ, Culture & the University is only taken by entering Freshman. Transfer students with more than 28 hours or with a birth date prior to August 1st, 1991 must substitute for another religion course.</i></p>																		
TYPICAL FOUR YEAR COURSE PLAN																		
General Education Core	Arts of Comm	9	Stewardship	2	Behavior/Social Science	9	Math	6	Natural Science	4	Humanities & Fine Arts one in Lit	6	Religion	18				
MAJOR REQUIREMENT	Pre-Business		18		Major Core		18		Business Core		24		General Electives		10		124	
<p>† Required pre-business core. If chosen as a social science gen. ed. requirement, then choose an additional elective as well.</p> <p>*Indicates pre-business core.</p> <p>Note: Pre-requisite for Quant Methods I is Prob and Stat.</p> <p>Students taking 3000 and 4000 level courses should have completed at least their math and English General Ed requirements.</p>																		
Freshman Year									Sophomore Year									
Fall			Spring						Fall			Spring						
Christ, Culture, and the University	3		Microeconomic†			3		Princ. of Finc. Acct.*	3		Princ. of Man. Acct.*		3					
Macroeconomic†	3		Fund. Of Speech			3		Bus Comm I*	3		Quant Methods I*		3					
College Algebra	3		English Comp. II			3		Life of Christ	3		Survey of Christian Theology		3					
English Comp. I	3		Intro to the Bible			3		Prob and Stat	3		Natural Science Elective and Lab		4					
Humanities Elective	3		Gen. El./Foundations of Info. Systems			3		Literature Elective	3		Personal Financial Stewardship		2					
TOTAL 15			TOTAL 15						TOTAL 15			TOTAL 15						
Junior Year									Senior Year									
Fall			Spring						Fall			Spring						
Marketing	3		Advertising			3		Consumer Behavior	3		Marketing Research		3					
Princ. of Management	3		International Marketing			3		Professional Selling or Retail Mgmt.	3		Theology Elective		3					
Business Law I	3		MIS			3		Principles of Finance	3		Business Policies		3					
Quant Methods II	3		Bus. Comm. II			3		Business Ethics	3		General Electives		8					
Hist. Perspective Elective	3		Behavioral Science Elective/ Psychology			3		E-Commerce/ or Channels & Log. Mgmt.	3									
			General Elective			2												
TOTAL 15			TOTAL 17						TOTAL 15			TOTAL 17						

Suggested Program for Advising Purposes Only: Course sequencing may change from semester to semester and year to year. The student is responsible for selecting and scheduling classes to meet his/her individual graduate plans.

Arts of Communication Requirements:

Fundamentals of Speech
English Comp I & II

Behavioral Science Choices:

Intro to Psych
Psych of Adjustment

Social Science

Intro to Sociology
Marriage and Family
Macroeconomics (req for business majors)
Microeconomics

Historical Perspective

Western Civ I or II
American Hist I or II

Business

Personal Financial Stewardship

Math

College Algebra (req for business majors)
Intro to Probability and Statistics (req for
business majors)
Liberal Arts I & II
Precalculus
Calculus I or II

Humanities and Fine Arts

Theater Appreciation
Film Appreciation
Intro to Humanities
Music Appreciation
American Music Appreciation
Art Appreciation

Literature

Intro to Literature
English Literature Beginnings 1800
Major British Authors
American Literature
African American Literature
Native American Literature
Contemporary Literature

Natural Science

Any science with a lab
Biology I
Essentials of Human Anatomy and Physiology
Life Science
Intro to Physics
Physical Science
Intro to Chemistry
Botany
Astronomy and Earth Science
Astronomy
Zoology
Ecology
Geology

Religion Core

Christ, Culture, and the University
Intro to the Bible
Intro to Theology
Life of Christ
Principles of Ethics
Intro to Philosophy
World Religions
Faith Integration Course

College of Business and Legal Studies Course Offerings

**Internships Are Available By Permission Only.
(Junior Standing and Minimum 2.5 GPA required)**

**Please Contact the Following For More Information on Internships:
Prof. Chris Fairchild – Accounting, Prof. Dave Royer – Marketing/Mgmt., Dr. Mark Harrison–Finance, Prof. Ric Rohm–International Business, Dr. Carolyn Holton–M.I.S.**

Courses Offered in Fall, Spring, and Summer Semesters:

BUSI 2033	Quantitative Methods I
BUSI 2103	Macroeconomics
BUSI 2133	Principles of Financial Accounting
BUSI 2203	Microeconomics
BUSI 2233	Principles of Managerial Accounting
BUSI 3103	Finance
BUSI 2113	Business Communications
BUSI 3203	Management
BUSI 3303	Marketing
BUSI 3403	Bus Law I
BUSI 4113	Bus Ethics
BUSI 4603	Business Policies
CTIS 1133	Intro to Computers

Courses Offered in Fall and Spring:

ACCT 3603	Accounting Information Systems
BUSI 1003	Intro to Business
BUSI 1013	Accounting for Non-Accountants
BUSI 3033	Quantitative Methods II
BUSI 3223	Business Communications II
CRIM 3103	Criminal Justice System
CTIS 3823	Web Page Design
FINC 1903	Personal Finance

Courses Offered Every Fall:

ACTG 3113	Intermediate Accounting I
ACTG 3133	Managerial Cost Accounting
ACTG 4113	Advanced Accounting I
ACTG 4133	Tax I
ACTG 4163	Financial Statement Analysis
CRIM 3403	American Criminal Courts
CRIM 4103	Corrections & Punishment
CTIS 3733	App. Dev. I
CTIS 3773	Systems Analysis
CTIS 3843	Software & Hardware Concepts
FINC 3803	Investments

FINC 4113	International Financial Management
FINC 4313	Financial Institutions
MKTG 3123	Consumer Behavior
MKTG 3133	Professional Selling
MKTG 4123	Channels and Logistics
MKTG 4153	E-Commerce
MNGT 3153	International Business
MNGT 4133	Production and Operations Management
MNGT 4143	Leadership/Followership/ & Teamwork
PLAW 3012	Intro to Legal Theory
SRMT 2103	Intro to Sports Management
SRMT 2203	Facilities and Design
SRMT 3203	Sports Psychology

Courses Offered Every Spring:

ACTG 3123	Intermediate Accounting II
ACTG 3143	Not-for-Profit Accounting
ACTG 4123	Advanced Accounting II
ACTG 4143	Federal Income Taxation II
ACTG 4153	Auditing
ACTG 4503	CPA Review
BUSI 3413	Bus Law II
CRIM 3203	Sociology of Policing
CRIM 3303	Juvenile Delinquency
CRIM 4203	Theory & Criminal Justice
CTIS 3613	Database Management System
CTIS 3743	App. Dev. II
CTIS 3833	Computer Networking
CTIS 4113	Information Systems Planning
FINC 3813	Investments II
FINC 4323	Risk Management & Insurance
FINC 4333	Adv. Corporate Finance
MKTG 3113	International Marketing
MKTG 4113	Advertising
MKTG 4133	Marketing Research
MKTG 4173	Retail Management
MNGT 3173	Human Resource Management
MNGT 3183	Organizational Behavior
MNGT 4163	Entrepreneurship
PLAW 3022	Pre-Law Internship
SRMT 3103	Law, Trends in Sports
SRMT 4103	Administration of Sport

**Topics Classes Are Not Offered On Regular Basis.
Check the Schedule each Term when posted.**