

NAME _____

ID # _____

BACHELOR OF SCIENCE IN MARKETING

2007-2008 Catalog

General Education Core – 54 Hrs				<i>Grade</i>	<i>Credit Hrs</i>	<i>Recommended Term</i>	
Arts of Communication – 9 Hrs							
†	COMM	1433	Fundamentals of Speech			Freshman	Spring
†	ENGL	1133	English Composition I			Freshman	Fall
†	ENGL	1233	English Composition II			Freshman	Spring
Behavioral/Social Sciences – 9 Hrs							
†	PSYC	1133	Introduction to Psychology or PSYC 1233 Psychology of Adjustment			Freshman	Fall
†	SSCI	2133	Introduction to Sociology or SSCI 2233 Marriage and Family			Junior	Spring
Historical Perspective Elective (Select One): HIST 1013, 1023, 2013, 2023, SSCI 4133, 4233, or any upper division History elective							
†						Junior	Fall
Mathematics – 6 Hrs							
<i>*Students who demonstrate competency through CLEP or ACT/SAT scores must take a higher level math course.</i>							
†	MATH	1213*	College Algebra			Sophomore	Fall
†	BUSI	2033	Quantitative Methods in Business I			Sophomore	Spring
Natural Sciences (with Lab) – 4 Hrs							
†						Freshman	Spring
†						Freshman	Spring
Humanities and Fine Arts – 9 Hrs							
†	PHIL	2003**	Principles of Ethics			Freshman	Fall
Humanities Elective (Select One): COMM 2033, 2433, ENGL 2233, MUSC 1003							
†						Freshman	Spring
Literature Elective (Select One): ENGL 2133, 3133, 3233, 3633, 4333, 4533							
†						Sophomore	Fall
<i>**This course is cross-referenced as Religion and counts towards the 20 Hr Religion requirement.</i>							
Religion Core – 20 Hrs							
†	BIOT	1133	Old Testament Survey			Sophomore	Fall
†	BINT	1233	New Testament Survey			Sophomore	Spring
†	BINT	2223	Life of Christ and Acts			Junior	Fall
†	PHIL	1322	Christian Thought I			Junior	Fall
†	PHIL	1422	Christian Thought II			Junior	Spring
†	PHIL	2003	Principles of Ethics			Freshman	Fall
†	THEO	4113	Business Ethics			Junior	Spring
Religion Elective - 1 Hr							
†						Junior	Spring
<i>*Additional religion electives over the required 20 hours will count toward the total General Elective Hours</i>							
Business Core – 39 Hrs							
†	BUSI	2103	Macroeconomics			Freshman	Fall
†	BUSI	2203	Microeconomics			Freshman	Spring
†	BUSI	2133	Accounting I			Freshman	Fall
†	BUSI	2233	Accounting II			Freshman	Spring
†	BUSI	3033	Quantitative Methods in Business II				
†	BUSI	3103	Principles of Finance			Sophomore	Spring
†	BUSI	3203	Principles of Management			Junior	Fall
†	BUSI	3303	Marketing			Senior	Spring
†	BUSI	3403	Business Law I			Junior	Spring
†	BUSI	4603	Business Policies			Senior	Fall
†	BUSI	3853	Management Information Systems			Junior	Spring
†	BUSI	2113	Business Communications I			Junior	Fall
†	BUSI	3223	Business Communications II				

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BACHELOR OF SCIENCE IN MARKETING – PAGE 2

2007-2008 Catalog

Major Core – 18 Hrs			<i>Select six courses from the following:</i>	Grade	Credit Hrs	Recommended Term	
†	MKTG	3113	International Marketing			Senior	Spring
†	MKTG	3123	Consumer Behavior			Junior	Fall
†	MKTG	3133	Professional Selling			Junior	Fall
†	MKTG	4113	Advertising			Junior	Spring
†	MKTG	4123	Channels and Logistics Management			Senior	Fall
†	MKTG	4133	Marketing Research			Senior	Spring
†	MKTG	4153	E-Commerce			Senior	Fall
†	MKTG	4173	Retail management				
General Elective Core -- 13 Hrs							
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Total Credit Hr Requirement = 124

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