# SCHOOL OF BUSINESS

## 2012-13 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 | The Acts of the Apostles[1] | 2 |
| ACA | 150 | University Foundations[1] | 1 | ENG | 102 | English Composition II[1] | 3 |
| HIS | | History[1] | 3 | | | Behavioral Sciences[1] | 3 |
| ENG | 101 | English Composition I[1] | 3 | PEA | 100 | Lifetime Wellness[1] | 1 |
| | | Fine Arts[1] | 3 | COM | 140 | Speech Communications[1] | 3 |
| MAT | 101 | College Algebra[2] (or higher) | 3 | BIO | | Biology[1] | 3 |
| | | | **15** | | | | **15** |

### SECOND YEAR - SOPHOMORE

| Fall Semester | | | | Spring Semester | | | |
|---|---|---|---|---|---|---|---|
| **Dept** | **Crse#** | **Course Name** | **Hrs** | **Dept** | **Crse#** | **Course Name** | **Hrs** |
| ACC | 231 | Principles of Accounting I | 3 | ACC | 233 | Principles of Accounting II[3] | 3 |
| ECO | 271 | Macroeconomics | 3 | ECO | 272 | Microeconomics[3] | 3 |
| BIB | | Bible | 2 | BIB | | Bible | 2 |
| MKT | 261 | Principles of Marketing | 3 | MGT | 241 | Principles of Management | 3 |
| | | Chemistry or Physical Sciences[1] | 3 | ENG | | Literature[1] | 3 |
| BUS | 252 | Stat. & Quan. Analysis for Bus.[3] | 3 | BUS | 253 | Business Computer Applications | 3 |
| | | | **17** | | | | **17** |

### THIRD YEAR - JUNIOR

| Fall Semester | | | | Spring Semester | | | |
|---|---|---|---|---|---|---|---|
| **Dept** | **Crse#** | **Course Name** | **Hrs** | **Dept** | **Crse#** | **Course Name** | **Hrs** |
| MKT | 362/366 | Consumer Behavior or Promotions[3] | 3 | MKT | 362/366 | Consumer Behav or Promotions[3] | 3 |
| BUS | 351 | Business Communication[3] | 3 | FIN | 385 | Managerial Finance[3] | 3 |
| BIB | | Bible | 2 | | | Upper-Div. Business elective | 3 |
| MIS | 221 | Management Inform. Systems[3] | 3 | MGT | 343 | Operations Management[3] | 3 |
| BUS | 354 | Legal Environment of Business | 3 | BIB | 345 | Foundations of Faith[1] | 3 |
| PEA | | PEA Activity Course[1] | 1 | | | | |
| | | | **15** | | | | **15** |

### FOURTH YEAR - SENIOR

| Fall Semester | | | | Spring Semester | | | |
|---|---|---|---|---|---|---|---|
| **Dept** | **Crse#** | **Course Name** | **Hrs** | **Dept** | **Crse#** | **Course Name** | **Hrs** |
| MKT | 463 | Marketing Research & Analysis[3] | 3 | BIB | 495 | Values in Human Thought[1] | 3 |
| MKT | 364 | Personal Selling[3] | 3 | | | Upper-Div. Business elective | 3 |
| BUS | 455 | Business Ethics | 3 | BUS | 459 | Business Strategy[3] | 3 |
| BIB | | Bible | 2 | MGT | 441 | Services Mgmt & Marketing[3] | 3 |
| | | Elective* | 3 | MKT | 462 | Marketing Strategy[3] | 3 |
| | | Humanities[1] | 3 | | | | |
| | | | **17** | | | | **15** |
| | | | | | | **Total Hours** | **126** |

[1]General Education Requirement

[2]General Education Course Requirements in *Undergraduate Catalog*

[3]Course has prerequisite. See corresponding *Undergraduate Catalog*

# ADDITIONAL ITEMS RELATED TO THE MAJOR

*For students planning graduate school, MAT 235 (Introductory Statistics) is recommended.

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

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 registration.
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.**

## 2012-13 Undergraduate General Education Course Requirements

| | |
|---|---|
| **I. Biblical Values** | |
| **A. Bible** | |
| BIB 121 & 122 & 346 OR 446 | 7 |
| **B. Values** | |
| HUM 495/BIB 495 | 3 |
| **II. Basic Skills** | |
| **A. Written Communication** | |
| ENG 101 **AND** ENG 102 | 6 |
| **B. Oral Communication** | |
| COM 140 | 3 |
| **C. Quantitative Reasoning** | |
| MAT 100 **OR** MAT 101 **OR** MAT 120 **OR** MAT 122 | 3 |
| **D. University Foundations** | |
| ACA 150 | 1 |
| **E. Physical Fitness** | |
| PEA 100 **AND** Any PEA course | 2 |
| *Complete course names and descriptions for the General Education Course Requirements are located in the Undergraduate Catalog.* | |

| | |
|---|---|
| **III. Broadened Perspectives** | |
| **A. Behavioral Sciences** | |
| FAM/SOC 230 **OR** PSY 210 **OR** SOC 241 **OR** SOC 251 | 3 |
| **B. Natural Sciences** | |
| *BIOLOGY*: BIO 100 **OR** BIO 110 **OR** BIO 111 **OR** BIO 112 **OR** BIO 211 | 3 |
| *CHEMISTRY OR PHYSICAL SCI:* CHE 111 **OR** CHE 121 **OR** PHS 111 **OR** PHS 112 **OR** PHS 201 **OR** PHS 211 | 3 |
| **C. Arts and Humanities** | |
| *HISTORY*: HIS 111 **OR** HIS 112 **OR** HIS 221 **OR** HIS 222 | 3 |
| *LITERATURE*: ENG 225 **OR** ENG 226 **OR** ENG 235 **OR** ENG 236 **OR** ENG 245 **OR** ENG 246 | 3 |
| *FINE ARTS:* ART 110 **OR** ART 234 **OR** MUS 110 **OR** MUS 214 **OR** THE 160 **OR** THE 265 | 3 |
| *HUMANITIES:* HUM 299A **OR** HUM 310 **OR** HUM 320 **OR** PHI 243 **OR** PHI 245 **OR** PHI 246 **OR** POL 231 **OR** POL 251 **OR** FRE 111 **OR** FRE 120 **OR** SPA 131 | 3 |