SCHOOL OF BUSINESS

2011 - 12 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	Eng 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 Acct. I	3	ACC	233	Principles of Acct. II[3]	3
ECO	271	Macroeconomics	3	ECO	272	Microeconomics[3]	3
BIB		Bible	2	BIB		Bible	
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 Comp. Applications	3
			17				**15**

THIRD YEAR - JUNIOR

Fall Semester				Spring Semester			
Dept	**Crse#**	**Course Name**	**Hrs**	**Dept**	**Crse#**	**Course Name**	**Hrs**
MKT		Con. Behavior or Promotions[3]	3	MKT		Con. Behavior 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 Bus.	3	BIB		Fdn of Faith or Christian Evid[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, & Mktg.[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.

2011 - 12 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 337 **OR** FRE 111 **OR** FRE 120 **OR** SPA 131	3