

MARKETING MAJOR Four Year Plan

This is a suggested program guide. It is not to be interpreted as a contract. Changes may occur. Please see your program advisor before you register for courses. updated 5/17

YEAR	FALL	SPRING
First Year	LAS 105 Becoming a Scholar 3 ENG 110 College English 3 One fine arts course 3 ECN 141 Principles of Macroeconomics 3 ACT 151 Principles of Accounting 1 3 Total 15	Social Science 3 Elective 3 ECN 142 Principles of Microeconomics 3 ACT 152 Principles of Accounting 2 3 MAT 115 Business Calculus 3 or MAT 135 Calculus 1 (5) Total 15-17
Second Year	Natural Science-lab 4 REL 100 Intro to Biblical Worldview 3 BUS 284 General Statistics 3 Electives 5 Total 15	1 st Humanities course 3 Natural Science-non lab 3 Upper level religion 3 Elective 3 MKT 356 Principles of Marketing 3 Total 15
Third Year	Elective 6 MGT 354 Principles of Management 3 MKT 357 Marketing Research* 3 FIN 366 Principles of Finance 3 Total 15	LAS 342 Cross-cultural Experience 4 LAS 301 Issues in Modern America 3 2 nd Humanities course 3 MKT 362 Advertising 3 Marketing Elective 3 Total 16
Fourth Year	Electives 7 LAS 400 Christian Values in a Global Com 3 MKT 358 Consumer Behavior* 3 Marketing Elective 3 Total 16	Electives 9 MKT 363 Marketing Management* 3 Marketing Elective 3 Total 15
	Fall Concentration related courses	Spring Concentration related courses
	ART 245 Introduction to Computer Graphic Design 3 BUS 385 Internship 3 COM 195 Interpersonal Communication 3 COM 277 Public Relations 3 MKT 325 E-Commerce* 3 MKT 360 Sales 3 PSY/SOC 258 Social Psychology 3	ART 350 Web Design 3 BUS 245 Business Law 3 BUS 385 Internship 3 COM 195 Interpersonal Communication 3 COM 275 Organizational Communication 3 SOC 360 Basics of Social Research 3

124 total hours to complete graduation requirements (this includes 2 hours of arts and lecture credit)

*Alternate year courses

Bold face print denotes major course requirement

Note: If Marketing majors double major in Accounting, Business, or Economics courses required in each major count in both majors. Courses chosen as an elective for one major will not count as an elective in the second major.