

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 5/18

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

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.