



## MARKETING MAJOR Three 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 2/19

YEAR	FALL	SPRING
First Year	BENV100 Becoming a Scholar 3 Writing Well Competency 3 Speaking and Listening Competency 3 <b>ECN 141 Principles of Macroeconomics 3</b> <b>ACT 151 Principles of Accounting 1 3</b> Elective 2 Total 17	Living Well Competency 2-3 Reading the Bible Competency 3 <b>ECN 142 Principles of Microeconomics 3</b> <b>ACT 152 Principles of Accounting 2 3</b> <b>MAT 115 Business Calculus 3</b> or <b>MAT 135 Calculus 1 (5)</b> Total 14-17
SUMMER		Creative Expression Competency 3 Electives 9 Total 12
Second Year	BENV200 Learning in Community 5 <b>BUS 284 General Statistics 3</b> <b>MKT 356 Principles of Marketing 3</b> <b>MKT 357 Marketing Research* 3</b> Elective 3 Total 17	Scientific Inquiry Competency 4 BENV300 Cross-cultural Experience 3 <b>MGT 354 Principles of Management 3</b> <b>MKT 362 Advertising* 3</b> <b>Marketing Elective** 3</b> Total 16
SUMMER		BUS 385 Business Internship 12
Third Year	Exploring the Past Competency 3 Religious Understanding Competency 3 Elective 2 <b>MKT 358 Consumer Behavior* 3</b> <b>FIN 366 Principles of Finance 3</b> <b>Marketing Elective** 3</b> Total 17	BENV 400 Christian Values in Global Comm. 2 Electives 9 <b>MKT 363 Marketing Management 3</b> <b>Marketing Elective** 3</b> Total 17
	<b>Fall Concentration related courses</b>	<b>Spring Concentration related courses</b>
	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:** 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.