



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 6/26

YEAR	FALL	SPRING
First Year	BENV 100 Becoming a Scholar 3 Writing Well Competency 3 Speaking and Listening Competency 3 ECN 141 Principles of Macroeconomics 3 ACT 151 Principles of Financial Accounting 3 Elective 2 Total 17	Living Well Competency 2-3 Reading the Bible Competency 3 ECN 142 Principles of Microeconomics 3 ACT 152 Principles of Managerial Accounting 3 BUS 115 Business Analytics 3 or MAT 135 Calculus 1 (5) Total 14-17
SUMMER		Summer Abroad taking marketing courses OR Creative Expression Competency 3 Electives 9 Total 12
Second Year	BENV 200 Learning in Community 5 BUS 284 General Statistics 3 MGT 254 Principles of Management 3 MKT 256 Principles of Marketing 3 MKT 362 Advertising* 3 Total 17	Elective 3 Scientific Inquiry Competency 4 BENV 300 Cross-cultural Experience 3 MKT 357 Marketing Research* 3 Marketing Elective** 3 Total 16
SUMMER		Summer Abroad taking marketing courses OR BUS 385 Business Internship 12 Total 12
Third Year	Exploring the Past Competency 3 Religious Understanding Competency 3 Elective 2 MKT 358 Consumer Behavior* 3 FIN 266 Principles of Finance 3 Marketing Elective** 3 Total 17	BENV 400 Enduring Values Capstone 2 Electives 9 Marketing Elective** 3 MKT 363 Marketing Management*** 3 Total 17
	Fall Marketing elective courses	Spring Marketing elective courses
	ART 245 Introduction to Computer Graphic Design 3 BUS 385 Internship 3 COM 195 Interpersonal Communication 3 COM 277 Public Relations 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 MKT 325 E-Commerce* 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:** With department permission, BUS 380 Corporate Strategy may be used as an alternative for this 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.

Note: The Understanding Self and Society and Critical Analysis Competencies are met by the major.