

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 6/26

YEAR	FALL	SPRING
First Year	BENV 100 Becoming a Scholar 3 Writing Well Competency 3 Living Well Competency 2-3 ECN 141 Principles of Macroeconomics 3 ACT 151 Principles of Financial Accounting 3 Total 14-15	Creative Expression Competency 3 Elective 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 15-17
Second Year	Reading the Bible Competency 3 Speaking and Listening Competency 3 BUS 284 General Statistics 3 MKT 256 Principles of Marketing 3 Electives 3 Total 15	BENV 200 Learning in Community 5 Exploring the Past Competency 3 MGT 254 Principles of Management 3 Electives 5-6 Total 16-17
Third Year	Scientific Inquiry Competency 4 FIN 266 Principles of Finance 3 MKT 362 Advertising* 3 Electives 6 Total 16	BENV300 Cross-cultural Experience 3 Electives 6 MKT 357 Marketing Research* 3 Marketing Elective** 3 Total 15
Fourth Year	Electives 8 BENV 400 Enduring Values Capstone 2 MKT 358 Consumer Behavior* 3 Marketing Elective** 3 Total 16	Religious Understanding Competency 3 Electives 6 Marketing Elective** 3 MKT 363 Marketing Management*** 3 Total 15
	Fall Marketing elective courses	Spring Marketing elective courses
	ART 245 Intro 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 Study Abroad (courses are pre-planned with your academic advisor) Summer opportunities also available	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 Study Abroad (courses are pre-planned with your academic advisor)

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.