

**COURSE REQUIREMENTS FOR THE BACHELOR OF SCIENCE DEGREE IN
MARKETING: 126 HOURS**

General Studies - 42 hours

BIBLICAL STUDIES (6 HOURS)

BIB111	Old Testament Survey	1 hour
BIB121	New Testament Survey	1 hour
BIB211	Life of Christ	1 hour
BIB221	Acts of the Apostles	1 hour
BIB231	Church History	1 hour
BIB261	Marriage and the Home	1 hour

HUMANITIES AND FINE ARTS (15 HOURS)

ENG113	Freshman Composition I	3 hours
ENG123	Freshman Composition II	3 hours
ENG213	World Literature I	3 hours
ENG223	World Literature II	3 hours
ART113/MUS113/DRM213	Art Apprec./Music Apprec./Theatre	3 hours
CMM133	Human Communications	3 hours

NATURAL SCIENCE AND MATHEMATICS (7 HOURS)

BIO124 or PHY114	Biological Science or Physical Science with lab	4 hours
MTH123	College Algebra	3 hours

SOCIAL SCIENCE AND HUMAN BEHAVIOR (12 HOURS)

One of the following:

HST113	U.S. to 1876	3 hours
HST123	U.S. since 1876	3 hours
PSC113	American Government	3 hours

Three of the following:

GEO213	Intro. to Geography	3 hours
HST213	Western Civ. to 1500	3 hours
HST223	Western Civ. since 1500	3 hours
PSY123	Introduction to Psychology	3 hours
SOC123	Introduction to Sociology	3 hours

HEALTH, PHYSICAL EDUCATION, AND WELLNESS (2 HOURS)

HPE112 Concepts of Lifetime Fitness 2 hours

PROFESSIONAL COURSES (84 HOURS)

ACT213 Principles of Accounting I 3 hours

ACT223 Principles of Accounting II 3 hours

BUS113 Intro to Business 3 hours

BUS203 Business Statistics 3 hours

BUS223 Business Communications 3 hours

BUS313 Legal Environment of Business 3 hours

BUS363 International Business 3 hours

BUS413 Human Resource Management 3 hours

BUS433 Business Ethics 3 hours

CIS213 Intro to MIS 3 hours

CIS243 Microcomputer Applications 3 hours

ECN213 Macroeconomics 3 hours

ECN223 Microeconomics 3 hours

FIN313 Consumer Finance 3 hours

MGM313 Principles of Management 3 hours

MGM323 Organizational Management 3 hours

MGM333 Leadership 3 hours

MGM413 Strategic Planning 3 hours

MGM433 Managerial Communications 3 hours

MKT313 Principles of Marketing 3 hours

MKT333 Consumer Behavior 3 hours

MKT413 Promotional Strategies 3 hours

MKT423 Marketing Research 3 hours

MKT433 Marketing Strategy Seminar 3 hours

BUS493 Business Capstone 3 hours

9 hours of Upper Level Electives

EXAMPLE COURSE OF STUDY FOR THE B.S. IN MARKETING

Semester One - 17 hours

BIB111 Old Testament Survey - 1
BUS113 Intro. To Business - 3
PHY114 – Phy Sci w/ Lab - 3
MTH123 College Algebra - 3
ENG113 Freshman Composition I - 3
SOC123 Intro to Sociology - 3

Semester Two - 16 hours

BIB121 New Testament Survey - 1
ENG123 Freshman Composition II - 3
CMM133 Human Communications - 3
Social Science Elective - 3
ENG213/223 Lit I or Lit II - 3
CIS243 Microcomputer Applications - 3

Semester Three - 15 hours

BIB211 Life and Teachings of Christ - 1
ACT213 Principles of Accounting I - 3
ECN213 Macroeconomics - 3
Social Science Elective - 3
HPE112 Concepts of Fitness - 2
PSY123 Intro to Psychology - 3

Semester Four - 16 hours

BIB221 Acts of the Apostles - 1
ACT223 Prin. of Acct. II - 3
ECN223 Microeconomics - 3
CIS213 Intro to MIS - 3
BUS223 Business Communications - 3
BUS203 Business Stats - 3

Semester Five - 16 hours

BIB231 Church History - 1
MKT333 Consumer Behavior - 3
MGM423 Consumer Finance -3
MGM313 Principles of Mgmt - 3
BUS313 Legal Environment of Bus. - 3
MKT313 Principles of Marketing - 3

Semester Six - 16 hours

BIB261 Marriage and Home - 1
BUS433 Business Ethics - 3
MGM323 Organizational Mgt. - 3
BUS363 International Business - 3
MGM413 Strategic Planning - 3
Fine Arts Elective - 3

Semester Seven - 15 hours

MKT413 Promotional Strategies - 3
MKT423 Marketing Research - 3
MGM333 Leadership - 3
MGM433 Managerial Comm. - 3
BUS413 Human Resource Mgt. – 3

Semester Eight - 15 hours

MKT433 Marketing Strategy Seminar - 3
BUS493 Business Capstone - 3
Business Elective - 3
Business Elective - 3
Business Elective - 3