



Student Name: _____ Advisor: _____

SEM	COURSE #	COURSE TITLE	HRS	BRTC COURSE EQUIVALENCIES
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BIBLE (6 hrs)

	BIB113	Old Testament Survey	3	
	BIB123	New Testament Survey	3	

WRITTEN AND ORAL COMMUNICATION (9 hrs)

✓	ENG113	Freshman Composition I	3	ENG1003 Freshman English I
✓	ENG123	Freshman Composition II	3	ENG1013 Freshman English II
✓	CMM133	Human Communication	3	SCOM1203 Oral Communication

HUMANITIES AND FINE ARTS (6 hrs)

✓	ENG213 or ENG223	Choose 1 of the following: Masterpieces of World Literature I or Masterpieces of World Literature II	(3) 3 3	ENG2003 Introduction to World Literature I OR ENG2013 Introduction to World Literature II
✓	ART113 or MUS213 or DRM213	Choose 1 of the following: Art Appreciation or Music Appreciation or Introduction to Theater	(3) 3 3 3	FAV2503 Fine Arts Visual OR FAM2503 Fine Arts Musical OR FAT2203 Fine Arts Theater

NATURAL SCIENCES AND MATHEMATICS (11 hrs)

✓	PHY111/113	Physical Science w/ Lab	4	GSP1004 PHYSICAL SCIENCE AND LAB
✓	BIO121/123	Biological Science w/Lab	4	BIOL1004 BIOLOGY OF SCIENCE AND LAB
✓	MTH123	College Algebra	3	MATH1023 College Algebra

SOCIAL SCIENCE AND HUMAN BEHAVIOR (12 hrs)

✓	HST213 or HST223	Choose 1 of the following: West Civilization to 1500 or West Civilization from 1500	(3) 3 3	HIST1013 WORLD CIVILIZATION TO 1660 OR HIST1023 WORLD CIVILIZATION SINCE 1660
	GEO213 or PSY123 or BIB263/PSY263	Choose 1 of the following: Introduction to Geography or Introduction to Psychology Marriage and the Home	(3) 3 3 3	
✓	SOC123	Introduction to Sociology	3	SOC2213 PRINCIPLES OF SOCIOLOGY
✓	PSC113 or HST113 or HST123	Choose 1 of the following: American National Government or The United States to 1876 or The United States since 1876	(3) 3 3 3	HIST2763 U.S. HISTORY TO 1876 OR HIST2773 U.S. HISTORY SINCE 1876 OR POSC2103 U.S. GOVERNMENT

TOTAL GEN ED COURSE HOURS			44	
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SEM	COURSE #	COURSE TITLE	HRS	GRADE/COMM
MARKETING CORE REQUIREMENTS (45 hours)				
✓	ACT213	Principles of Accounting I	3	ACCT2003 INTRODUCTION TO FINANCIAL ACCOUNTING
✓	BUS203	Statistics	3	QM2113 BUSINESS STATISTICS
✓	BUS223	Business Communications	3	ADMS2563 BUSINESS COMMUNICATIONS
	BUS433	Business Ethics	3	
	BUS493	*Business Capstone (MFT Review)	3	
✓	CIS243	Microcomputer Applications I	3	CA1903 INTRODUCTION TO COMPUTER CONCEPTS
	CIS343	Management Information Systems	3	
✓	ECN213	Macroeconomics	3	ECON2313 PRINCIPLES OF MACROECONOMICS
✓	ECN233	Microeconomics	3	ECON2323 PRINCIPLES OF MICROECONOMICS
	FIN413	Corporate Finance	3	
	MGM433	*Managerial Communications	3	
	MKT313	Principles of Marketing	3	
	MKT333	Consumer Behavior	3	
	MKT413	Promotional Strategies	3	
	MKT423	*Marketing Research	3	
JUNIOR/SENIOR **BUSINESS ELECTIVE OPTIONS (18 hours)				
✓	BUS313	Legal Environment of Business	3	LAW2023 LEGAL ENVIRONMENT OF BUSINESS
✓	ACT373	Principles of Accounting II	3	ACCT2013 INTRODUCTION TO MANAGERIAL ACCOUNTING
			3	
			3	
			3	
			3	
ELECTIVES (13 hours)				
✓	MTH243	Business Calculus	3	MATH2143 BUSINESS CALCULUS
TOTAL HOURS FOR MARKETING DEGREE			120	

**Business electives include 300-400 level courses with the following prefixes: ACT, BUS, CIS, FIN, MGM, and MKT.