

Business Administration Major with an Emphasis in Marketing

COURSES FOR THE MAJOR		COURSES FOR THE EMPHASIS		Accumulated Hours:
Freshman Year				
Fall				
GENL 097 (Area 1.1)	1	Interim	Spring	
RELI 110 (Area 4.1)	3	Elective	ENGL 110 (Area 2.1A)	4
MATH XXX (Area 2.3)	3		General Education Requirements	
General Education Requirements			Area 2.2 - Oral Communication	3
Area 1.2 - Understanding Self	3		Area 3.1B - Western Heritage	3
Area 3.3 - Human Behavior	3		Area 3.2 - Lab Science	4
Area 3.1A - Western Heritage	3		Other elective	2
	16			16
		3		35
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Sophomore Year				
Fall				
ACCT 210 - Principles of Accounting	4	Interim	Spring	
ECON 120 - Principles of Econ (Area 3.3)	3	Elective	ACCT 211 - Principles of Accounting	4
COSC 205 - Bus Tech & Comm	3		ECON 121 - Principles of Econ	3
General Education Requirements			General Education Requirements	
Area 3.4 - Language I	3		Area 3.4 - Language II	3
Area 3.5A & Area 2.1B - ENGL 200	3		Area 3.5B - Fine Arts	3
	16		Area 3.2 - Nonlab Science	3
		3		16
				70
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Junior Year				
Fall				
BSAD 320 - Principles of Management	3	Interim	Spring	
BSAD 310 - Principles of Marketing	4	Elective	BSAD 340 - Business Law	3
BSAD 330 - Principles of Finance	4		BSAD 382 - Ethics	3
General Education Requirements			BSAD 270 - Statistics	4
Area 4.2 - Faith and Meaning	3		BSAD 411 - Market Research*	3
Area 1.3 - Physical Activities	1		General Education Requirements	
	15		Area 1.3 - Physical Activities	1
		3		14
				102
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Senior Year				
Fall				
BSAD 413 - Marketing Promotions elective for the emphasis area	3 3	Interim	Spring	
General Education Requirements		Elective	BSAD 490 - Senior Seminar <i>or</i> BSAD 495 - Internship	3
Area 4.3 - Capstone	3		BSAD 421 - Human Resources	2
Area 3.6 - Intercultural Studies	3		BSAD 415 - Personal Selling and Sales Management elective for the emphasis area	3
	12		Other Electives	3
		3		14
				131

*may substitute SOCI 350 - Social Science Research Methods