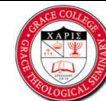


2019-2020

B.A. or B.S. MARKETING



GRACE CORE (39 credits; 2 APLs)

The Grace Core is designed around four essential relationships. Though all courses engage most relationships, courses are organized according to the relationship that is their primary focus.

Relationship to God		Relationship to Others		
BIB 1050	Exploring the Bible	3	COM 1100 Public Speaking	3
@ BIB 2010	Scripture and Interpretation	3	ENG 1100 Effective Writing	3
@ BIB 3300	Essential Doctrinal Themes	3	PSY 1200 Essentials in Behavioral Science	3
Relationship to Self		Relationship to the World and Environment		
FYE 1000	First-Year Foundations	3	HIS 1380 Contemporary American and the World	3
ECN 3000	Consumer Economics	3	HUM 2000 Global Perspectives	3
@ PHI 3010	Christianity and Critical Thinking	3	HUM 2010-30 Cross-cultural Field Experience (2 APL)	0
			HUM 2100 Creative Arts & Culture	3
			SCI 2030 Faith, Science, and Reason	3

ADDITIONAL GENERAL EDUCATION--B.A. or B.S. DEGREE (6 credits)

Satisfies B.S. Degree		Satisfies B.A. Degree		
MAT 1000+	Any Math (1000 Level and Above)	3	FRE/SPA Proficiency in Language & Culture	6
	Any Science/Social Science with the following course prefix: PSY, BHS, SOC, HIS, POS, GEO, SCI, BIO, ENV, CHM, PHY	3	GRE/HEB French, Spanish, Greek, Hebrew	

THE MAJOR (63 credits; 4 APLs)

MARKETING COURSES (21 credits)		COMMON PROFESSIONAL COMPONENTS (42 credits)		
@ MKT 3270	Consumer Behavior	3	BUS 1010 Foundations of Business (1 APL)	3
@ MKT 4150	Marketing Research	3	MGT 2430 Principles of Management	3
@ MKT 4170	Advanced Marketing	3	MKT 2150 Marketing Principles	3
			ACC 2110 Financial Accounting	3
			@ ACC 2120 Managerial Accounting	3
			PRO 2840 Career Institute (1 APL)	0
			MGT 3405 Organizational Behavior	3
			@ MGT 3480 Operations & Production Management	3
			BUS 2230 Economics	3
			BUS 3130 Business Law I	3
			@ BUS 3050 Business Spreadsheet Applications (1 APL)	3
			@ FIN 3240 Corporate Finance	3
			@ BUS 3570 Fundamentals of International Business	3
			@ BUS 4220 Biblical Basis of Business	3
			@ BUS 4800 Senior Seminar in Management (1 APL)	3

GRADUATION REQUIREMENTS

To receive a degree, each student must satisfy checksheet requirements, earn 120 credit hours, fulfill 12 credits of Applied Learning, have a 2.2 GPA in major courses, and a GPA of 2.0 overall. It is the student's responsibility to work with his/her advisor and monitor progress toward these goals. Some majors and/or minors may have more stringent guidelines.

It is strongly encouraged that a minimum of 6 Applied Learning credits be earned in experiential education taking place outside the traditional classroom setting.

IS A MINOR REQUIRED WITH THIS MAJOR? NO

Notes about this major:

CHECKSHEET TOTAL CREDITS: 108
CHECKSHEET TOTAL APL: 6
TOTAL CREDITS NEEDED TO GRADUATE: 120 (12 APLs)

† Indicates a course taught by a partner college/university.

@ Indicates a course with prerequisites. Please review catalog for prerequisites.