

2018-2019

**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**

BIB 1050	Exploring the Bible	3
@ BIB 2010	Scripture and Interpretation	3
@ BIB 3300	Essential Doctrinal Themes	3

**Relationship to Self**

FYE 1010	Freshman Foundations	3
ECN 3000	Consumer Economics	3
@ PHI 3010	Christianity and Critical Thinking	3

**Relationship to Others**

COM 1100	Public Speaking	3
ENG 1100	Effective Writing	3
PSY 1200	Essentials in Behavioral Science	3

**Relationship to the World and Environment**

HIS 1380	Contemporary America and the World	3
HUM 2000	Global Perspectives	3
HUM 2010-30	Cross-Cultural Field Experience (2 APL)	0
HUM 2100	Creative Arts and Culture	3
SCI 2030	Faith, Science, and Reason	3

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

**Satisfies B.S. Degree**

MAT 1000+	Any Math (1000 Level and Above)	3
	Any Science/Social Science with the following course prefix: PSY, BHS, SOC, HIS, POS, GEO, SCI, BIO, ENV, CHM, PHY	3

**Satisfies B.A. Degree**

FRE/SPA	Proficiency in Language & Culture	6
GRE/HEB	French, Spanish, Greek, Hebrew	

**THE MAJOR (63 credits; 4 APLs)**

**MARKETING COURSES**

@ MKT 3270	Consumer Behavior	3
@ MKT 4150	Marketing Research	3
@ MKT 4170	Advanced Marketing	3

**Choose four of the following:**

@ MKT 3550	Nonprofit Marketing	3
@ MKT 3430	Advertising & Promotion	3
@ MKT 4030	Services Marketing	3
@ MKT 4100	Product Management	3
@ MKT 4190	Sales and Sales Management	3
MKT 2500	Digital/Internet Marketing	3
@ MKT 4300	International Marketing	3

**COMMON PROFESSIONAL COMPONENTS**

BUS 1010	Foundations of Business (1 APL)	3
BUS 2430	Principles of Management	3
MKT 2150	Marketing Principles	3
ACC 2110	Financial Accounting	3
@ ACC 2120	Managerial Accounting	3
PRO 2840	Career Institute (1 APL)	0
BUS 3400	Organizational Behavior	3
@ BUS 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

**TOTAL CREDITS TO GRADUATE: 120 (12 APLs)**

To receive a degree, each student must satisfy checksheet requirements, earn 120 credit hours, fulfill 12 credits of Applied Learning, have earned a **grade of C- or better in major courses while maintaining 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**

† Indicates a course taught by a partner college/university.  
@ Indicates a course with prerequisites. Please review catalog for prerequisites.