

**2021-2022**  
**B.A. or B.S. MARKETING**



*with concentration*

**GRACE CORE (39 credits)**

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.

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

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

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

**THE MAJOR (66 credits)**

**COMMON PROFESSIONAL COMPONENTS (42 credits)**

BUS 1010	Foundations of Business	<b>3</b>
PRO 2840	Career Institute	<b>0</b>
MGT 2430	Principles of Management	<b>3</b>
MKT 2150	Marketing Principles	<b>3</b>
ACC 2110	Financial Accounting	<b>3</b>
@ ACC 2120	Managerial Accounting	<b>3</b>
@ MGT 3405	Organizational Behavior	<b>3</b>
@ MGT 3480	Operations & Production Management	<b>3</b>
BUS 2230	Economics	<b>3</b>
BUS 3130	Business Law I	<b>3</b>
@ BUS 3050	Business Spreadsheet Applications	<b>3</b>
@ FIN 3240	Corporate Finance	<b>3</b>
@ BUS 3570	Fundamentals of International Business	<b>3</b>
@ BUS 4220	Biblical Basis of Business	<b>3</b>
@ BUS 4800	Senior Seminar in Management	<b>3</b>

**Applied Learning (3 Credits)**

BUS 4730	Business Practicum	<b>3</b>
Or		
BUS 4930	Business Internship	<b>3</b>

**MARKETING COURSES (21 credits)**

@ MKT 3270	Consumer Behavior	<b>3</b>
@ MKT 4150	Marketing Research	<b>3</b>
@ MKT 4170	Advanced Marketing	<b>3</b>

*Choose four of the following:*

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

**DIGITAL MARKETING CONCENTRATION (21 credits)**

MKT 2500	Digital/Internet Marketing	<b>3</b>
MKT 3000	Social Community & Content Marketing	<b>3</b>
MKT 2600	Online Advertising & Email Marketing	<b>3</b>
MKT 4200	Advanced Digital Marketing	<b>3</b>
ISM 2700	HTML and Web Development	<b>3</b>
@ MKT 3270	Consumer Behavior	<b>3</b>
@ MKT 4150	Marketing Research	<b>3</b>

**PROFESSIONAL SALES CONCENTRATION (21 credits)**

@ MGT 3400	Quantitative Reasoning	<b>3</b>
@ MKT 4190	Sales/Sales Management	<b>3</b>
@ COM 3030	Persuasion	<b>3</b>
† LPS 3110	Relationship-Driven Professional Selling	<b>3</b>
† LPS 3130	Negotiation in Business and Sales	<b>3</b>
† LPS 3150	Sales Leadership	<b>3</b>
† LPS 4110	Adv. Relationship-Driven Professional Selling	<b>3</b>

**GRADUATION REQUIREMENTS**

To receive a degree, each student must satisfy checksheet requirements, earn 120 credit hours, 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.

**IS A MINOR REQUIRED WITH THIS MAJOR? NO**

*Notes about this major: A grade of "C-" or better is required for all courses in the business school.*

**CHECKSHEET TOTAL CREDITS: 111**

**TOTAL CREDITS NEEDED TO GRADUATE: 120**

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

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