

# Marketing & Sales Management Major

Bachelor of Science

## Degree Plan

### Core Curriculum 48 Credits

BIB 434	Romans	3
BIB/THE	Upper-Level Bible or Theology Elective	3
CHM 122	The Great Commandment	3
CHM 301	Spiritual and Leadership Development	3
CHM 328	The Great Commission	3
ENG 131	English Composition	3
ENG 132	Writing and Literature	3
HIS 135X	Old Testament History	3
HIS 136X	New Testament History	3
MAT 226	Applied Statistics	3
THE 231	Christian Doctrine	3
COM 140 or COM 252	Perspectives in Communication Interpersonal Communication	3
FAR/MUS or HON 225	Fine Arts/Music Elective Beauty: Arts and Culture	3
HIS 133 or HIS 134 or HIS 231 or HIS 232	World Civilization to 1500 World Civilization since 1500 American Civilization to 1877 American Civilization since 1877	3
PSY 130 or SOC 230	General Psychology Sociology	3
MAT/SCI/HIS/ENG	Elective- choose one of the following or take two History Elective	3-4
ENG 250	Short Story	
ENG 312X	American Literature	
ENG 314	Poetry	
ENG 322	The Novel	
ENG 326X	Global Literature	
MAT 130	Mathematics Survey	
MAT 131	College Algebra	
LAB SCI	Lab Science Elective	

### Electives 20 Credits

A minimum of 36 credits must be at the upper (300-400) level for a bachelor degree.

### Marketing & Sales Mgmt 57 Credits

ACC 228	Principles of Accounting I	3
ACC 229	Principles of Accounting II	3
BUS 214	Business Data Analysis	3
BUS 221X	Business Communication	3
BUS 240	Social Entrepreneurship	3
BUS 335	Principles of Business Organization and Management	3
BUS 343	International Business	3
BUS 350	Principles of Marketing	3
BUS 375	Financial Management	3
BUS 421	Business Law	3
BUS 450	Strategy and Policy	3
BUS 456	Business Internship	3
ECO 232	Principles of Economics	3
ECO 324	Advanced Economics	3
FIN 210	Personal Financial Planning	3
MRK 316	Marketing Analytics	3
MRK 353	Digital and Internet Marketing	3
MRK 413	Trends in Consumer Behavior	3
MRK	Upper-Level Elective	3

### Total Credits 125 Credits

Core Curriculum	48
Electives	20
Marketing & Sales Management Major	57

### Total Credits Required for Graduation 125

# Marketing & Sales Management Major

## Four Year Plan

Freshman			Fall (15 credits)			Freshman			Spring (15 credits)		
ACC 228	Principles of Accounting I	3				ACC 229	Principles of Accounting II	3			
HIS 135X	Old Testament History	3				HIS 135X	Old Testament History	3			
or HIS 136X	New Testament History					or HIS 136X	New Testament History				
CHM 122	The Great Commandment	3				COM 140	Perspectives in Communication	3			
ENG 131	English Composition	3				or COM 252	Interpersonal Communication				
PSY 130	General Psychology	3				ENG 132	Writing and Literature	3			
or SOC 230	Sociology					Elective		3			
Sophomore			Fall (16 credits)			Sophomore			Spring (15 credits)		
ECO 232	Principles of Economics	3				BUS 214	Business Data Analysis	3			
Elective		4				BUS 221X	Business Communication	3			
FIN 210	Personal Financial Planning	3				BUS 240	Social Entrepreneurship	3			
MAT 226	Applied Statistics	3				CHM 301	Spiritual and Leadership	3			
THE 231	Christian Doctrine	3					Development				
						ECO 324	Advanced Economics	3			
Junior			Fall (18 credits)			Junior			Spring (15 credits)		
BUS 335	Principles of Business Organization	3				BIB/THE	Upper-Level Elective	3			
	and Management					BUS 343	International Business	3			
BUS 375	Financial Management	3				BUS 350	Principles of Marketing	3			
Electives		6				Elective		3			
FAR/MUS	Elective	3				HIS 133	World Civilization to 1500	3			
MRK 316	Marketing Analytics	3				or HIS 134	World Civilization since 1500				
						or HIS 231	American Civilization to 1877				
						or HIS 232	American Civilization since 1877				
Senior			Fall (16-17 credits)			Senior			Spring (15 credits)		
BUS 421	Business Law	3				BIB 434	Romans	3			
BUS 456	Business Internship	3				BUS 450	Strategy and Policy	3			
CHM 328	The Great Commission	3				Elective		3			
MAT/SCI/HIS/ENG	Elective	3-4				MRK 413	Trends in Consumer Behavior	3			
Elective		1				MRK	Upper-Level Elective	3			
MRK 353	Digital and Internet Marketing	3									