

Marketing & Sales Management Major

Bachelor of Science

2025-2026 Degree Plan

General Core 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 131	College Algebra	3
MAT 226	Applied Statistics	3
THE 231	Christian Doctrine	3
COM 133	Speech or	
COM 140	Perspectives in Communication or	
COM 252	Interpersonal Communication	3
FAR/MUS	Fine Arts/Music Elective or	
HON 225	Beauty: Arts and Culture	3
HIS 133	World Civilization to 1500 or	
HIS 134	World Civilization since 1500 or	
HIS 231	American Civilization to 1877 or	
HIS 232	American Civilization since 1877	3
PSY 130	General Psychology or	
SOC 230	Sociology	3

Business Core 42 Credits

ACC 228	Principles of Accounting I	3
ACC 229	Principles of Accounting II	3
BUS 110	Business Foundations	3
BUS 215	Business Data Foundations	3
BUS 221X	Business Communication	3
BUS 323	Digital Foundations in Business	3
BUS 335	Principles of Business Organization and Management	3
BUS 336	Human Resource Management	3
BUS 337	Operations Management	3
BUS 351	Marketing Management	3
BUS 375	Financial Management	3
BUS 421	Business Law	3
ECO 232	Principles of Economics	3
FIN 210	Personal Financial Planning	3

Marketing & Sales Management Major 36 Credits

BUS 425	Advanced Analytics and AI in Business	3
BUS 450	Strategy and Policy	3
BUS 461	Business Internship I	3
COM 340	Public Relations	3
ECO 324	Advanced Economics	3
MRK 313	Advertising, Promotion and Distribution	3
MRK 315	Consumer and Purchasing Behavior	3
MRK 317	Marketing and Sales Analytics	3
MRK 415	Sales Process and Management	3
MRK 354	Digital Marketing and Sales I	3
MRK 424	Digital Marketing and Sales II	3
MRK 431	Sales in a Global Ecosystem	3

Total Credits 126 Credits

General Core	48
Business Core	42
Marketing & Sales Management Major	36

Total Credits Required for Graduation 126

Marketing & Sales Management Major

Four Year Plan

Freshman			Fall (15 credits)	Freshman			Spring (15 credits)
HIS 135X	Old Testament History	or		HIS 135X	Old Testament History	or	
HIS 136X	New Testament History		3	HIS 136X	New Testament History		3
BUS 110	Business Foundations		3	BUS 221X	Business Communication		3
COM 133	Speech	or		CHM 122	The Great Commandment		3
COM 140	Perspectives in Communication	or		ENG 132	Writing and Literature		3
COM 252	Interpersonal Communication		3	MAT 131	College Algebra		3
ENG 131	English Composition		3				
PSY 130	General Psychology	or					
SOC 230	Sociology		3				
Sophomore			Fall (15 credits)	Sophomore			Spring (15 credits)
ACC 228	Principles of Accounting I		3	ACC 229	Principles of Accounting II		3
BUS 333	Digital Foundations in Business		3	BUS 215	Business Data Foundations		3
ECO 232	Principles of Economics		3	BUS 351	Marketing Management		3
FIN 210	Personal Financial Planning		3	ECO 324	Advanced Economics		3
MAT 226	Applied Statistics		3	THE 231	Christian Doctrine		3
Junior			Fall (18 credits)	Junior			Spring (18 credits)
BIB/THE	Upper-Level Elective		3	BUS 335	Principles of Business		
BUS 336	Human Resource Management		3		Organization and Management		3
BUS 337	Operations Management		3	CHM 301	Spiritual and Leadership		
BUS 375	Financial Management		3		Development		3
MRK 354	Digital Marketing and Sales I			FAR/MUS	Fine Arts/Music Elective	or	
	(odd) or			HON 225	Beauty: Arts and Culture		3
COM 340	Public Relations (even)		3	BUS 425	Advanced Analytics and AI in		
MRK 317	Marketing and Sales Analytics				Business (odd) or		
	(even) or			HIS 133	World Civilization to 1500	or	
MRK 415	Sales Process and			HIS 134	World Civilization since 1500	or	
	Management (odd)		3	HIS 231	American Civilization to 1877	or	
				HIS 232	American Civilization since		
					1877 (even)		3
				MRK 315	Consumer and Purchasing		
					Behavior (odd) or		
				MRK 313	Advertising, Promotion and		
					Distribution (even)		3
				MRK 431	Sales in a Global Ecosystem		
					(odd) or		
				MRK 424	Digital Marketing and Sales II		
					(even)		3
Senior			Fall (16 credits)	Senior			Spring (15 credits)
BUS 421	Business Law		3	BIB 434	Romans		3
BUS 461	Business Internship I *		3	BUS 450	Strategy and Policy		3
CHM 328	The Great Commission		3	BUS 425	Advanced Analytics and AI in		
MRK 354	Digital Marketing and Sales I				Business (odd) or		
	(odd) or			HIS 133	World Civilization to 1500	or	
COM 340	Public Relations (even)		3	HIS 134	World Civilization since 1500	or	
MRK 317	Marketing and Sales Analytics			HIS 231	American Civilization to 1877	or	
	(even) or			HIS 232	American Civilization since		
MRK 415	Sales Process and				1877 (even)		3
	Management (odd)		3	MRK 315	Consumer and Purchasing		
					Behavior (odd) or		
				MRK 313	Advertising, Promotion and		
					Distribution (even)		3
				MRK 431	Sales in a Global Ecosystem		
					(odd) or		
				MRK 424	Digital Marketing and Sales II		
					(even)		3

* The BUS 456 Business Internship course is recommended for the Senior Fall or Junior Summer but could also be taken in the Senior Spring semester. Students must submit a petition for approval of the proposed internship two semesters in advance.