

# Marketing (BS)

Dr. Gilliam, Program Coordinator

## Science and Mathematics Requirement (13 hours)

Students must demonstrate competency in science and mathematics. This requirement may be satisfied by taking two Natural Science courses including at least one laboratory science, one semester of College Algebra or higher, and one semester of Elementary Statistics earning a grade of “C” or better in each course. Students may satisfy the science requirement with one laboratory science course if they have completed two language courses with a grade of “C” or better in each course.

## Marketing Major Courses (21 hours)

- MAR 3323 Promotional Strategies
- MAR 3503 Consumer Behavior
- MAR 4480 Marketing Strategy
- MAR 4613 Marketing Research
- MAR 4721 Digital Marketing
- MAR 4804 Marketing Management (Capstone)
- MAR 4940 Marketing Internship

## RECOMMENDED PLAN FOR BS DEGREE IN MARKETING (122 HOURS)

Fall – Year One		Hours	Spring – Year One		Hours
ENC 1101 – Freshman Comp. I		3	ENC 1102 – Freshman Comp. II		3
MAC 1105 – College Algebra <i>or higher</i>		3	STA 2023 – Statistics		3
SPC 1608 – Public Speaking		3	PSY 1012 – General Psychology		3
REL 1210 – History & Geography: OT		2	REL 1240 – History & Geography: NT		2
GEB 1011 – Intro to Bus Admin		3	REL 1780 – Evidences		1
REL 1273 –Biblical Worldview		1	CGS 2100 – Computer Apps in Bus		3
Physical Education		1	HLP 2081 – Health and Wellness		1
<b>Total</b>		<b>16</b>	<b>Total</b>		<b>16</b>
Fall – Year Two		Hours	Spring – Year Two		Hours
REL 2xxx – Biblical Literature		2	REL 2xxx – Biblical Literature		1
REL 2xxx – Biblical Literature		1	LIT 2371 – OT Poetry & Wisdom		3
ACG 2001 – Financial Accounting		3	ACG 2011 – Managerial Accounting		3
ECO 2013 – Economics: Macro		3	ECO 2023 – Economics: Micro		3
Natural Science with Lab		4	Natural Science		3
MAN 3025 – Principles of Management		3	MAR 3023 – Principles of Marketing		3
<b>Total</b>		<b>16</b>	<b>Total</b>		<b>16</b>
Fall – Year Three		Hours	Spring – Year Three		Hours
REL 3xxx – Biblical Literature		2	REL 3xxx – Biblical Literature		2
GEB 3213 – Communication in Business		3	FIN 2100 – Personal Finance		3
MAR 4721 - Digital Marketing		3	MAN 3802 – Entr & Small Bus Mgt		3
MAR 4480 - Marketing Strategy		3	MAR 3323 – Promotional Strategies		3
FIN 3403 – Principles of Finance		3	MAR 3503 – Consumer Behavior		3
Humanities		3			
<b>Total</b>		<b>17</b>	<b>Total</b>		<b>14</b>
Fall – Year Four		Hours	Spring – Year Four		Hours
REL 4xxx – Biblical Literature		2	REL 4xxx – Biblical Literature		2
MAN 3600 – International Business		3	MAR 4804 – Mktg Mgt (Capstone)		3
MAN 4701 – Business Ethics		3	Elective		3
MAR 4613 – Marketing Research		3	Elective		3
MAR 4940 – Marketing Internship		3	Elective		3
<b>Total</b>		<b>14</b>	<b>Total</b>		<b>14</b>