

**Major: Bachelor of Arts in BUSINESS ADMINISTRATION**

**Specialization: MARKETING**

NAME \_\_\_\_\_

DATE \_\_\_\_\_

**GENERAL EDUCATION (41 credits)**

**BASIC LITERACY (9)**

- \*BUSS 2610 Statistics (3) \_\_\_\_\_
- COMM 1260 Oral Communication (3) \_\_\_\_\_
- \*ENGL 1220 Principles of College Writing II (3) \_\_\_\_\_

**ARTS & HUMANITIES (12 credits)**

***One of the following (3):***

- POLS 2700 Intro to Political Science (3; F) \_\_\_\_\_
- POLS 2720 American Government (3; Sp) \_\_\_\_\_

***One of the following (3):***

- §HUMA 1450 World Civilizations I (3; F) \_\_\_\_\_
- §HUMA 1460 World Civilizations II (3; Sp) \_\_\_\_\_

***One of the following (3):***

- \*§ENGL 3220 World Literature (3; OF, Sp) \_\_\_\_\_
- \*§MUSI 3690 Music in World Cultures (3) \_\_\_\_\_

***One of the following (3):***

- HIST 2330 US History to 1877 (3; F) \_\_\_\_\_
- HIST 2340 US History from 1877 (3; Sp) \_\_\_\_\_
- ENGL XXXX Any Literature (3) \_\_\_\_\_
- \*§LANG 2XXX or 3XXX modern foreign language (3) \_\_\_\_\_
- MUSI 1600 Music in History and Context (3; Sp) \_\_\_\_\_
- PHIL 3010 Philosophy and Critical Thought (3) \_\_\_\_\_

**SCIENCES & SOCIAL SCIENCES (11 credits)**

- Lab science (BIOL, CHEM or PHYS) (4) \_\_\_\_\_
- Non-lab science (BIOL or PHYS) (3) \_\_\_\_\_
- BUSS 1950 Introduction to Economics (3) \_\_\_\_\_
- PHED 1100 Fitness and Wellness (1) \_\_\_\_\_

**BIBLICAL STUDIES (9 credits)**

- BIBL 1300 Literature of the Old Testament (3) \_\_\_\_\_
- BIBL 1310 Literature of the New Testament (3) \_\_\_\_\_
- \*CORE 2000 Engaging Faith & Society (3) \_\_\_\_\_
- LEAD 2000 Service Seminar (0) \_\_\_\_\_

*FYE is required for incoming students with fewer than 24 credits, and will count as an elective.*

*\*Course has prerequisites; consult course descriptions in*

**MAJOR CORE REQUIREMENTS (40)**

- BUSS 1905 Personal Financial Decision-Making (3; F) \_\_\_\_\_
- BUSS 1910 Intro to CIS (3; F) \_\_\_\_\_
- BUSS 2900 Accounting I (3; F) \_\_\_\_\_
- \*BUSS 2910 Accounting II (3; Sp) \_\_\_\_\_
- BUSS 2940 Principles of Management (3; F) \_\_\_\_\_
- BUSS 2950 Principles of Finance (3; Sp) \_\_\_\_\_
- BUSS 3930 Business Law (4; F) \_\_\_\_\_
- BUSS 3955 Foundations of IS (3; Sp) \_\_\_\_\_
- BUSS 3980 Principles of Marketing (3; F) \_\_\_\_\_
- \*BUSS 4200 Business Strategy/Policy (3; Sp) \_\_\_\_\_
- \*BUSS 4910 Business Internship (3) \_\_\_\_\_
- \*BUSS 4940W Ethics in Business (3; Sp) \_\_\_\_\_

***One of the following:***

- \*BUSS 2920 Macroeconomics (3; F) \_\_\_\_\_
- \*BUSS 2930 Microeconomics (3; Sp) \_\_\_\_\_

**Marketing Specialization (9 credits)**

- \*BUSS 4960 Consumer Behavior (3; Osp) \_\_\_\_\_
- \*BUSS 4985 Digital/E-Commerce Marketing (3; EF) \_\_\_\_\_
- \*BUSS 4990 Marketing Management (3; ESP) \_\_\_\_\_

**ELECTIVES (30)\***

(Max transfer electives = 45) *Management or CIS specializations may be taken as electives*

**Cross-Cultural Double Dip (0-6 credits)**

§HUMA 1450 World Civ I or HUMA 1460 World Civ II (3) \_\_\_\_\_ in GE \_\_\_\_\_

*Students must complete 6 credits of cross-cultural courses. Look for courses on this sheet with § or refer to catalog for a complete list.*

**TOTAL PROGRAM**

|   |            |
|---|------------|
| General Education   | 41         |
| Business Admin. Major (at least <b>24</b> UPPER DIVISION) | 49         |
| Electives   | 30         |
| <b>TOTAL (at least <u>30</u> UPPER DIVISION)</b>          | <b>120</b> |