



BACHELOR OF SCIENCE IN MARKETING

FRESHMAN – FALL SEMESTER

ENG 1113	English Composition I	3
MAT 1143	College Algebra	3
CIS 1103	Computer and Information Management	3
BIB 1013	Old Testament History	3
BUS 1013	Introduction to Business	3
UNI 1111	University Seminar	1
<i>Total hours</i>		16

FRESHMAN – SPRING SEMESTER

ENG 2213	English Composition II	3
COM 1103	Fundamentals of Speech Communication	3
ART/FAR 1013	Introduction to Art	3
HIS 2213/2223	U.S. History I or II	3
BIB 1023	New Testament History	3
UNI 1121	Introduction to Critical Thinking	1
<i>Total hours</i>		16

SOPHOMORE – FALL SEMESTER

BUS 2013	Business Communications	3
BUS 1193	Business Calculus	3
ACC 2013	Principles of Financial Accounting	3
ECO 2023	Principles of Microeconomics	3
MGT 3013	Principles of Management	3
<i>Total hours</i>		15

SOPHOMORE – SPRING SEMESTER

PSY 1013	General Psychology	3
BUS 2023	Business Statistics	3
ACC 2043	Principles of Managerial Accounting	3
ECO 2033	Principles of Macroeconomics	3
MKT 3023	Principles of Marketing	3
<i>Total hours</i>		15

JUNIOR – FALL SEMESTER

BIO 1004	Principles of Biology	4
MGT 3033	Operations Management	3
	Elective for 128 hours	3
MKT 3033	Consumer Behavior	3
POL 1113	American Government and Politics	3
<i>Total hours</i>		16

JUNIOR – SPRING SEMESTER

PHS 1004	Introduction to Physical Science	4
SPF 2012	Introduction to Spiritual Formation	2
	Upper-level COBACS elective	3
ART 2703	Introduction to Graphic Design	3
	Cultural Studies	3
<i>Total hours</i>		15

SENIOR – FALL SEMESTER

FIN 3053	Business Finance	3
MKT 4023	Marketing Management	3
MGT/MKT 4153	Retailing	3
MKT 3083	Advertising	3
BUS 3073	Legal Environment of Business I	3
<i>Total hours</i>		15

SENIOR – SPRING SEMESTER

KIN 1162	Foundations of Physical Fitness/Wellness	2
LDR 4043	Ethics and Professional Development	3
MGT 4083	Strategic Management	3
MKT 4013	Marketing Research	3
CIS 3303	Systems Management	3
<i>Total hours</i>		14

SENIOR – WINTERFEST

MKT 3073	Professional Selling	3
MKT 4253	Digital and Social Media Marketing <i>(Online)</i>	3
<i>Total hours</i>		6

THIS IS A PROPOSED GUIDELINE. Please check the catalog and see your advisor for your final degree requirements.

Southwest Baptist University reserves the right to make changes to degree plans without advanced notice or obligation.

The student is responsible for understanding and completing all general education, degree, departmental and graduation requirements.