



BACHELOR OF SCIENCE IN MARKETING

FRESHMAN – FALL SEMESTER

| | | |
|--------------------|-------------------------------------|----|
| ENG 1113 | English Composition I | 3 |
| MAT 1243 | Algebraic Reasoning and Modeling | 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 |
| BUS 2013 | Business Communications | 3 |
| BUS 1193 | Business Calculus | 3 |
| BIB 1023 | New Testament History | 3 |
| UNI 1121 | Introduction to Critical Thinking | 1 |
| <i>Total hours</i> | | 16 |

SOPHOMORE – FALL SEMESTER

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|--------------------|------------------------------------|----|
| ACC 2013 | Principles of Financial Accounting | 3 |
| ECO 2023 | Principles of Microeconomics | 3 |
| MGT 3013 | Principles of Management | 3 |
| ART/FAR 1013 | Introduction to Art | 3 |
| BUS 2023 | Business Statistics | 3 |
| <i>Total hours</i> | | 15 |

SOPHOMORE – SPRING SEMESTER

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|--------------------|-------------------------------------|----|
| ART 2703 | Introduction to Graphic Design | 3 |
| HIS 2213/2223 | U.S. History I or II | 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 |
| MKT 3083 | Advertising | 3 |
| MKT 4023 | Marketing Management | 3 |
| PSY 1013 | General Psychology | 3 |
| <i>Total hours</i> | | 16 |

JUNIOR – SPRING SEMESTER

| | | |
|--------------------|-------------------------------------|----|
| PHS 1004 | Introduction to Physical Science | 4 |
| LDR 4043 | Ethics and Professional Development | 3 |
| SPF 2012 | Introduction to Spiritual Formation | 2 |
| MKT 3033 | Consumer Behavior | 3 |
| MKT 4253 | Digital and Social Media Marketing | 3 |
| | Cultural Studies | 3 |
| <i>Total hours</i> | | 18 |

SENIOR – FALL SEMESTER

| | | |
|--------------------|----------------------------------|----|
| FIN 3053 | Business Finance | 3 |
| MGT/MKT 4153 | Retailing | 3 |
| POL 1113 | American Government and Politics | 3 |
| | Elective for 128 hours | 3 |
| BUS 3073 | Legal Environment of Business I | 3 |
| <i>Total hours</i> | | 15 |

SENIOR – SPRING SEMESTER

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|--------------------|--|----|
| KIN 1162 | Foundations of Physical Fitness/Wellness 2 | 2 |
| MGT 4083 | Strategic Management | 3 |
| MKT 4013 | Marketing Research <i>[spring, odd]</i> | 3 |
| CIS 3123 | Survey of Data Science | 3 |
| | Upper-level COBACS elective | 3 |
| <i>Total hours</i> | | 14 |

SENIOR – WINTERFEST

| | | |
|----------|----------------------|---|
| MKT 3073 | Professional Selling | 3 |
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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.