



**BACHELOR OF SCIENCE IN MARKETING/ACCELERATED MBA (MARKETING)**

**FRESHMAN - FALL SEMESTER**

BIB 1013	Values: Old Testament History	3
ENG 1113	Communication: English Composition I	3
UNI 1111	Opportunities: University Seminar	1
DISCOVER	Society: (American studies options)	3
BUS 2012	Business Communications	2
ELECTIVE	Student Selection	3
<b>Total Hours</b>	.....	<b>15</b>

**FRESHMAN - SPRING SEMESTER**

BIB 1023	Values: New Testament History	3
MAT 1243	Reasoning: Algebraic Reasoning & Modeling	3
UNI 1121	Reasoning: Critical Thinking	1
DISCOVER	Communication: (composition options)	3
DISCOVER	Discipline: (select from options)	3
DISCOVER	Values: (cultural awareness options)	2
<b>Total Hours</b>	.....	<b>15</b>

**SOPHOMORE - FALL SEMESTER**

ART 2703	Enrichment: Introduction to Graphic Design	3
ECO 2023	Society: Principles of Microeconomics	3
DISCOVER	Communication: (communication options)	3
ACC 2043	Principles of Managerial Accounting	3
BUS 2023	Business Statistics	3
<b>Total Hours</b>	.....	<b>15</b>

**SOPHOMORE - SPRING SEMESTER**

DISCOVER	Inquiry: (select from options)	4
DISCOVER	Values: (spiritual formation options)	2
ACC 2013	Principles of Financial Accounting	3
ECO 2033	Principles of Macroeconomics	3
MKT 3023	Principles of Marketing	3
<b>Total Hours</b>	.....	<b>15</b>

**JUNIOR - FALL SEMESTER**

BUS 4031	Professional Development	1
BUS 4041	Ethics Seminar	1
FIN 3053	Business Finance	3
MKT 3083 <i>or</i>	Advertising <i>or</i>	3
MKT 4153	Retailing	3
MGT 3013	Principles of Management	3
ELECTIVE	Student Selection	4
<b>Total Hours</b>	.....	<b>15</b>

**JUNIOR - SPRING SEMESTER**

BUS 3073	Business Law	3
MKT 4203	Data Analytics*	3
MKT 4253	Digital and Social Media Marketing*	3
MKT 3073 <i>or</i>	Professional Selling <i>or</i>	3
MKT 4013	Marketing Research	3
ELECTIVE	Student Selection	3
<b>Total Hours</b>	.....	<b>15</b>

**SENIOR - FALL SEMESTER**

MKT 3083 <i>or</i>	Advertising <i>or</i>	3
MKT 4153	Retailing	3
MKT 3033	Consumer Behavior*	3
MKT 4263	Strategic Marketing*	3
ELECTIVE	Student Selection	6
<b>Total Hours</b>	.....	<b>15</b>

**SENIOR - SPRING SEMESTER**

MKT 3073 <i>or</i>	Professional Selling <i>or</i>	3
MKT 4013	Marketing Research	3
MGT 3033	Operations Management	3
MGT 4083	Strategic Management	3
ELECTIVE	Student Selection	6
<b>Total Hours</b>	.....	<b>15</b>

**GRADUATE - MAY TERM**

BUS 5043	Ethics and Critical Thinking in Business	3
<b>Total Hours</b>	.....	<b>3</b>

**GRADUATE - SUMMER TERM**

CIS 5123	Analytics and Business Intelligence	3
LDR 5063	Leadership Development	3
<b>Total Hours</b>	.....	<b>6</b>

**GRADUATE - FALL SEMESTER**

ACC 5113	Accounting for Managers	3
ECO 5043	Economics for Managers	3
<b>Total Hours</b>	.....	<b>6</b>

**GRADUATE - SPRING SEMESTER**

FIN 5023	Financial Management	3
MGT 5063	Entrepreneurship	3
MGT 5093	Organizational Strategy	3
<b>Total Hours</b>	.....	<b>9</b>

DISCOVER Core Curriculum: 40 Hours

144

Student Selection: Open Choice, Second Major Courses, or Minor Courses

\*Accelerated MBA Course