

| FRESHMAN - FALL SEMESTER FRESHMAN - SPRING SEMESTER | BACHELOR OF SCIENCE IN MARKETING | | | | | | |
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| ENG 1113 Communication: English Composition I 3 UNI 1121 Reasoning: Introduction to Critical Thinklint, 1 UNI 1111 Opportunities: University Seminar 1 DISCOVER Communication: (Composition Options) 3 DISCOVER Values: (Cultural Awareness Options) 2 BUS 2012 Business Communications 2 ELECTIVE Student Selection 3 ELECTIVE Student Selection 3 ELECTIVE Student Selection 3 Total Credits 15 Total Credi | FRESHMAN - FALL SEMESTER | | | FRESHMAN - SPRING SEMESTER | | | |
| UNI 1111 Opportunities: University Seminar 1 DISCOVER Communication: (Composition Options) 3 DISCOVER Society: (American Studies Options) 3 DISCOVER Discipline: (Discipline Options) 3 DISCOVER Values: (Cultural Awareness Options) 2 BUS 2012 Business Communications 2 ELECTIVE Student Selection 3 ELECTIVE Student Selection 4 ELECTIVE Student Selection 4 ELECTIVE Student Selection 4 ELECTIVE Student Selection 3 ELECTIVE Student Selection 4 ELECTIVE Student Selection 6 ELECTIVE S | BIB 1013 | Values: Old Testament History | 3 | BIB 1023 | Values: New Testament History | 3 | |
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| DISCOVER Values: (Cultural Awareness Options) 2 BUS 2012 Business Communications 2 | UNI 1111 | Opportunities: University Seminar | 1 | DISCOVER | Communication: (Composition Options) | 3 | |
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| | MKT 4263 | Strategic Marketing | 3 | | | 3 | |
| Total Credits | ELECTIVE | Student Selection | 6 | ELECTIVE | Student Selection | 6 | |
| | Total Credits | | 15 | Total Credits | | 15 | |

DISCOVER Core Curriculum

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

Updated Spring 2025

Total Credits to Graduate: 120