Southwest Baptist University

# BACHELOR OF SCIENCE IN 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 |
| DISCOVER | Values: (Cultural Awareness Options) | 2 |
| ELECTIVE | Student Selection | 3 |
| **Total Credits** | ..... | **15** |

| FRESHMAN - SPRING SEMESTER | | |
|---|---|---|
| BIB 1023 | Values: New Testament History | 3 |
| **UNI 1121** | **Reasoning: Introduction to Critical Thinking** | 1 |
| DISCOVER | Communication: (Composition Options) | 3 |
| DISCOVER | Discipline: (Discipline Options) | 3 |
| BUS 2012 | Business Communications | 2 |
| ELECTIVE | Student Selection | 3 |
| **Total Credits** | ..... | **15** |

| SOPHOMORE - FALL SEMESTER | | |
|---|---|---|
| **ART 2703** | **Enrichment: Introduction to Graphic Design** | 3 |
| **ECO 2023** | **Society: Principles of Microeconomics** | 3 |
| DISCOVER | Communication: (Communication Options) | 3 |
| **ACC 2013** | **Principles of Financial Accounting** | 3 |
| MKT 3023 | Principles of Marketing | 3 |
| **Total Credits** | ..... | **15** |

| SOPHOMORE - SPRING SEMESTER | | |
|---|---|---|
| BUS 2023 | Reasoning: Business Statistics | 3 |
| DISCOVER | Inquiry: (Inquiry Options) | 4 |
| DISCOVER | Values: (Spiritual Formation Options) | 2 |
| **ACC 2043** | **Principles of Managerial Accounting** | 3 |
| **ECO 2033** | **Principles of Macroeconomics** | 3 |
| **Total Credits** | ..... | **15** |

| JUNIOR - FALL SEMESTER | | |
|---|---|---|
| BUS 4031 | Professional Development | 1 |
| BUS 4041 | Ethics Seminar | 1 |
| **FIN 3053** | **Business Finance** | 3 |
| **MGT 3013** | **Principles of Management** | 3 |
| **MKT 3083 *or* MKT 4153** | **Advertising *or* Retailing** | 3 |
| ELECTIVE | Student Selection | 4 |
| **Total Credits** | ..... | **15** |

| JUNIOR - SPRING SEMESTER | | |
|---|---|---|
| BUS 3073 | Business Law | 3 |
| BUS 4203 | Data Analytics | 3 |
| **MKT 3073 *or* MKT 4013** | **Professional Selling *or* Marketing Research** | 3 |
| **MKT 4253** | **Digital and Social Media Marketing** | 3 |
| ELECTIVE | Student Selection | 3 |
| **Total Credits** | ..... | **15** |

| SENIOR - FALL SEMESTER | | |
|---|---|---|
| **MKT 3033** | **Consumer Behavior** | 3 |
| **MKT 3083 *or* MKT 4153** | **Advertising *or* Retailing** | 3 |
| **MKT 4263** | **Strategic Marketing** | 3 |
| ELECTIVE | Student Selection | 6 |
| **Total Credits** | ..... | **15** |

| SENIOR - SPRING SEMESTER | | |
|---|---|---|
| **MGT 3033** | **Operations Management** | 3 |
| MGT 4083 | Strategic Management | 3 |
| **MKT 3073 *or* MKT 4013** | **Professional Selling *or* Marketing Research** | 3 |
| ELECTIVE | Student Selection | 6 |
| **Total Credits** | ..... | **15** |

DISCOVER Core Curriculum

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

**Total Credits to Graduate: 120**

*Updated Summer 2026*

PLANS ARE PROPOSED GUIDELINES. Please check the catalog and see your advisor for your final degree and upper-level requirements.
SBU reserves the right to make changes to degree plans without advanced notice or obligation.