



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
MKT 3073 or MKT 4013	Professional Selling or Marketing Research	3
MKT 4203	Data Analytics	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 Spring 2025