

## BBA Marketing Program Planning Schedule 2008-2009

### FALL

#### Freshman

ACCT121	Fundamentals of Accounting	3	
COMM104	Communication Skills	3	
INFS110	Introductory Computer Tools	3	
RELT100	God and Human Life	3	
SOCI119	Principles of Sociology	<u>3</u>	
		15	

#### Sophomore

ECON225	Principles of Macroeconomics	3	
ENGL215	English Composition II	3	
*Rel. Elective (See below)		3	
INFS215	Inf. Systems Theory and Appl.	3	
+Sci. Elective (Life Science)		<u>4</u>	
		16	

#### Junior

MKTG310	Principles of Marketing	3	
BSAD355	Management and Organization	3	
Gen. Elective		3	
MKTG320	Consumer Behavior	3	
FNCE317	Business Finance	<u>3</u>	
		15	

#### Senior

MKTG465	Marketing Research	3	
*Rel. Elect. (See below)		3	
***M. Elect. (See below)		3	
***M. Elect. (See below)		3	
***M. Elect. (See below)		<u>3</u>	
		15	

### SPRING

ACCT122	Fundamentals of Accounting	3
BHSC100	Philosophy of Service	2
ENGL100	English Composition I	3
HLED120	Fit for Life	1
MATH166	Precalculus Algebra	3
PSYC101	Introduction of Psychology	<u>3</u>
		15

ECON226	Principles of Microeconomics	3
STAT285	Elementary Statistics	3
HIST118	Civilizations and Ideas II	3
**H. Elective (See below)		3
PE Activity		1
Gen. Elective		<u>3</u>
		16

BSAD365	International Environ. of Business	3
RELT340 or	Rel. and Ethics in Mod. Society or	
RELT390	Christian Business Ethics	3
MKTG368	Advertising and Promotion	3
***M. Elective (See below)		3
+Sci. Elective (Physical Science)		<u>4</u>
		16

BSAD341	Business Law I	3
BSAD494	Business Strategy and Decisions	3
BSAD475	Operations Management	3
MKTG440	Marketing Management	3
***M. Elective (See below)		3
PE Activity		<u>1</u>
		16

**Total credits needed for graduation: 124**

\*Religion Elective Choices 2008-09: RELB210, RELT250 or RELT225

\*\*Humanities Elective Choices 2008-09: ENGL255 (F/S), MUHL214 (S), PHIL224 (F), ARTH220 (F)

\*\*\*Marketing Elective Choices 2008-09: BSAD410 (S), MKTG435 (F), MKTG444 (F), MKTG450 (S)

+Science Life Science Elective Choices 2008-09: BIOL208 (F/S), FDNT230 (F/S), BIOL100 (S), BIOL330 (S)

Science Physical Science Elective Choices 2008-09: PHYS110 (F/S), PHYS225 (F), PHYS115 (S)