

BBA Marketing Program Planning Schedule 2010-2011

FALL

Freshman

ACCT121	Fundamentals of Accounting	3	
COMM104	Communication Skills	3	
INFS120	Foundations of Information Tech.	3	
RELT100	God and Human Life	3	
HLED120	Fit for Life	1	
SOCI119	Principles of Sociology	3	
		3	
		16	

SPRING

ACCT122	Fundamentals of Accounting	3	
BHSC100	Philosophy of Service	2	
ENGL100	English Composition I	3	
	Elective (Suggest FNCE206)	2	
MATH166	Precalculus Algebra	3	
PSYC101	Introduction of Psychology	3	
		3	
		16	

Sophomore

ECON225	Principles of Macroeconomics	3	
ENGL215	English Composition II	3	
	Religion	3	
INFS215	Inf. Systems Theory and Appl.	3	
	Life/Physical Science	4	
		4	
		16	

ECON226	Principles of Microeconomics	3	
STAT285	Elementary Statistics	3	
	History	3	
	Fine Arts/Humanities	3	
	Elective	3	
		3	
		15	

Junior

MKTG310	Principles of Marketing	3	
BSAD355	Management and Organization	3	
	Elective	3	
MKTG320	Consumer Behavior	3	
FNCE317	Business Finance	3	
		3	
		15	

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	
	Elective	3	
	PE Activity	1	
		1	
		16	

Senior

MKTG456	Marketing Research	3	
	Religion	3	
***M. Elect.	(See below)	3	
***M. Elect.	(See below)	3	
***M. Elect.	(See below)	3	
		3	
		15	

BSAD341	Business Law I	3	
BSAD494	Business Strategy and Decisions	3	
BSAD475	Operations Management	3	
MKTG440	Marketing Management	3	
***M. Elective	(See below)	3	
		3	
		15	

Total credits needed for graduation: 124

***Marketing Elective Choices 2010-2011: BSAD410 (S), MKTG465 (F), MKTG444(S), MKTG450 (F), MKTG375 (S)