

2024-2025

B.A. or B.S. MARKETING



GRACE CORE (39 credits)

Students will integrate faith and learning across disciplines, demonstrate foundational knowledge and ways of knowing, cultivate characteristics of maturity in relationships with God, others, self, and the world, and apply knowledge to all aspects of life through intellectual and practical skills.

1000-Level Courses

First-Year Learning Communities

FYE 1000	First-Year Foundations	3
BIB 1050	Exploring the Bible	3
PSY 1200	Essentials of Behavioral Science	3
HIS 1050	Current Issues in Historical Context	3

2000-Level Courses

HUM 2100	Creative Arts & Culture	3
@ HUM 2000	Global Perspectives	3
SCI 2030	Faith, Science, & Reason	3
HUM 2010-30	Cross-Cultural Field Experience	0
@ BIB 2010	Scripture and Interpretation	3

First-Year Learning Competencies

ENG 1100	Effective Writing	3
COM 1100	Public Speaking	3

3000-Level Courses

ECN 3000	Consumer Economics	3
PHI 3010	Christianity and Critical Thinking	3
@ BIB 3300	Essential Doctrinal Themes	3

ADDITIONAL GENERAL EDUCATION--B.A. or B.S. DEGREE (6 credits)

Satisfies B.S. Degree

MAT 1000+	Any Math (1000 Level and Above)	3
	Any Science/Social Science with the following course prefix: PSY, BHS, SOC, HIS, POS, GEO, SCI, BIO, ENV, CHM, PHY	3

Satisfies B.A. Degree

FRE/SPA	Proficiency in Language & Culture	6
GRE/HEB	French, Spanish, Greek, Hebrew	

THE MAJOR (66 credits)

CONCENTRATIONS - CHOOSE ONE (21 credits)

Marketing Specialization Concentration

@ MKT 3270	Consumer Behavior	3
@ MKT 4150	Marketing Research	3
@ MKT 4170	Advanced Marketing	3

Choose four of the following:

@ MKT 2500	Digital/Internet Marketing	3
@ MKT 3430	Advertising & Promotion	3
@ MKT 3550	Services & Nonprofit Marketing	3
@ MKT 4100	Product Management	3
@ MKT 4190	Sales and Sales Management	3
@ MKT 4300	International Marketing	3

Digital Marketing Concentration

@ MKT 2500	Digital/Internet Marketing	3
@ MKT 3000	Social Community & Content Marketing	3
@ MKT 2600	Online Advertising & Email Marketing	3
@ MKT 4200	Advanced Digital Marketing	3
ISM 2700	HTML and Web Development	3
@ MKT 3270	Consumer Behavior	3
@ MKT 4150	Marketing Research	3

Professional Sales Concentration

@ MKT 3270	Consumer Behavior	3
@ MKT 4190	Sales/Sales Management	3
@ COM 3030	Persuasion	3
† LPS 3110	Relationship-Driven Professional Selling	3
† LPS 3130	Negotiation in Business and Sales	3
† LPS 3150	Sales Leadership	3
† LPS 4110	Adv. Relationship-Driven Professional Selling	3

COMMON PROFESSIONAL COMPONENTS (42 credits)

BUS 1010	Foundations of Business	3
MGT 2430	Principles of Management	3
MKT 2150	Marketing Principles	3
ACC 2110	Financial Accounting	3
@ ACC 2120	Managerial Accounting	3
@ MGT 3450	Introduction to Data Analytics	3
@ MGT 3480	Operations & Production Management	3
BUS 2230	Economics	3
BUS 3130	Business Law I	3
BUS 3050	Business Spreadsheet Applications	3
@ FIN 3240	Corporate Finance	3
@ BUS 3570	Fundamentals of International Business	3
@ BUS 4220	Biblical Basis of Business	3
@ BUS 4800	Senior Seminar in Management	3

APPLIED LEARNING (3 credits)

BUS 4730	Business Practicum	3
Or		
BUS 4930	Business Internship	3

GRADUATION REQUIREMENTS

To receive a degree, each student must satisfy checksheet requirements, earn 120 credit hours, have a 2.2 GPA in major courses, a 2.0 GPA in minor courses, and a GPA of 2.0 overall. It is the student's responsibility to work with his/her advisor and monitor progress toward these goals. Some majors and/or minors may have more stringent guidelines.

IS A MINOR REQUIRED WITH THIS MAJOR? NO

**CHECKSHEET TOTAL CREDITS: 111
TOTAL CREDITS NEEDED TO GRADUATE: 120**

† Indicates a course taught by a partner college/university.

@ Indicates a course with prerequisites. Please review catalog for prerequisites.