

BUSINESS ADMINISTRATION

Bachelor of Arts

Marketing Concentration

First Year		Fall Semester	
BIB	105 Pentateuch & Hist. Books	3	
GE	100 <i>Spiritual & Personal Form.</i>	1	
ENG	120 <i>College Writing</i>	3	
IS	103 <i>Pressing Issues</i>	3	
ECN	233 <i>Microeconomics</i>	3	
BUS	111 <i>Business Simulation</i>	1	
BUS	201 <i>Business Essentials</i>	2	
SL	100 <i>Service Learning I</i>		
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Second Year		Fall Semester	
BIB	305 <i>Prophets & Poetic Books</i>	3	
	<i>HUM101 or HUM103</i>	2	
ENG	220 <i>Critical Reading & Writing</i>	3	
	<i>Lab Science</i>	3	
ACC	215 <i>Financial Accounting</i>	3	
BUS	313 <i>Business Info Systems</i>	2	
SL	200 <i>Service Learning III</i>		
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Third Year		Fall Semester	
TH	307 <i>Theology I</i>	4	
COM	205 <i>Public Speaking</i>	2	
BUS	321 <i>Business Ethics</i>	2	
BUS	331 <i>Organizational Behavior</i>	3	
BUS	341 <i>Principles of Finance</i>	3	
MKT	363 <i>Consumer Behavior</i>	2	
SL	300 <i>Service Learning V</i>		
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Fourth Year		Fall Semester	
	<i>Bible/Theology elective</i>	3	
	<i>Humanities Elective</i>	3	
	<i>HST 101 or 201</i>	3	
PE	101 <i>Physical Education</i>	1	
MKT	405 <i>Mktg for Non-profit Organiz</i>	2	
MKT	415 <i>Marketing Research</i>	2	
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First Year		Spring Semester	
BIB	112 <i>Gospels, Acts & Revelation</i>	3	
BIB	104 <i>Bible Study Methods</i>	3	
PHL	102 <i>Phil/Christian Thought</i>	2	
ECN	234 <i>Macroeconomics</i>	3	
MTH	110 <i>Contemporary Math</i>	3	
BUS	302 <i>Princ. of Management</i>	3	
SL	110 <i>Service Learning II</i>		
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Second Year		Spring Semester	
BIB	316 <i>Pauline & General Epistles</i>	3	
MTH	224 <i>Statistics</i>	3	
PHL	302 <i>Intro to Ethics</i>	2	
	<i>Literature</i>	3	
ACC	216 <i>Managerial Accounting</i>	3	
MKT	362 <i>Princ of Marketing & Sales</i>	3	
SL	210 <i>Service Learning IV</i>		
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Third Year		Spring Semester	
TH	308 <i>Theology II</i>	4	
GE	390 <i>Career Development</i>	1	
PE	102 <i>Physical Education</i>	1	
BUS	314 <i>Leadership</i>	3	
BUS	322 <i>Business Law</i>	3	
MKT	368 <i>Customer Relation Mgmt</i>	2	
MKT	372 <i>Global Marketing Mgmt</i>	2	
SL	310 <i>Service Learning VI</i>		
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Fourth Year		Spring Semester	
	<i>Bible/Theology elective</i>	3	
TH	412 <i>Faith & Learning Workshop</i>	1	
	<i>Diversity Elective</i>	3	
BUS	496 <i>Bus. Policy and Strategy</i>	3	
MKT	422 <i>Business to Business Mktg</i>	2	
MKT	432 <i>Marketing Capstone</i>	3	
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