

INDIVIDUAL CURRICULUM WORKSHEET

Bachelor of Science Degree-Marketing
(Fall 2013 Catalog)

NAME _____

I.D.# _____

GENERAL EDUCATION	HRS	GR	SEM
COMPOSITION			
ENGL 1310	3		
ENGL 1320	3		
ENGLISH LITERATURE			
ENG _____ (2000 Level)	3		
HISTORY			
Any HIST _____	3		
COMMUNICATION			
COMM 2300	3		
PHYSICAL EDUCATION			
PHED 1200	2		
SOCIAL SCIENCE			
PSYC, SOCY, (2310)_____	3		
FINE ARTS			
ARTS 1300, MUSIC 1300 or THTR 1300, or ENGL (2000 level)	3		
SCIENCES			
Biological Science _____	4		
Physical Science _____	4		
CHRISTIAN STUDIES			
CHST 1310	3		
CHST 1320	3		
COLL 1100 (HNRS 1210 or COLL 1300)	1,2,3		
MATHEMATICS			
MATH 1310	3		
MATH 1330	3		
TOTAL Degree Hours Required Not Including CEVT/CHAPEL	129		

BUSINESS SUPPORTING COURSES	HRS	GR	SEM
ACCT 2310-Accounting I	3		
ACCT 2320-Accounting II	3		
ACCT 3360-Financial Management	3		
BUSN 1330-Intro to Business	3		
BUSN 2310-Business Law I	3		
BUSN 2340-Business Report Writing	3		
BUSN 3100-Professional Development Seminar	1		
BUSN 3310-Principles of Management	3		
CSCI 1305-Microcomputer Software Applications I	3		
INBS 3380-International Marketing	3		
MRKT 2330-Fundamentals of Marketing	3		
MRKT 3310-Marketing Management Information Systems	3		
ECON 2310-Macroeconomics	3		
ECON 2320-Microeconomics	3		
SPTM-4320-Sport Market, Sales, & Promotion	3		
MARKETING MAJOR COURSE REQUIREMENTS			
MRKT 3316-Sales Management	3		
MRKT 3320-Promotions and Event Planning	3		
MRKT 3330-Brand Management	3		
MRKT 3332-Consumer Behavior	3		
MRKT 3360-E-Commerce Marketing	3		
MRKT 4310-Marketing for Tourism and Hospitality	3		
MRKT 4320-Principles of Marketing Research	3		
MRKT 4325-Public & Nonprofit Marketing	3		
MRKT 4328-Advertising	3		
MRKT 4390-Marketing Strategy Seminar	3		
*MRKT 4380-Directed Internship in MKT 3-12 HRS. (3 hour minimum)	3		
*ELECTIVES	9		
*Students may take internship for up to 12 hrs. and additional hrs. will count as electives.			