

INDIVIDUAL CURRICULUM WORKSHEET

Bachelor of Science Degree-Marketing
(2014-2015 Catalog) Fall 2014

NAME _____

I.D.# _____

GENERAL EDUCATION	HRS	GR	SEM	BUSINESS SUPPORTING COURSES	HRS	GR	SEM
COMPOSITION				ACCT 2310-Accounting I	3		
ENGL 1310	3			ACCT 2320-Accounting II	3		
ENGL 1320	3			ACCT 3360-Financial Management	3		
ENGLISH LITERATURE				BUSN 1330-Intro to Business	3		
ENG _____ (2000 Level)	3			BUSN 2310-Business Law I	3		
HISTORY				BUSN 2340-Business Report Writing	3		
Any HIST _____	3			BUSN 3100-Professional Development Seminar	1		
COMMUNICATION				BUSN 3310-Principles of Management	3		
COMM 2300	3			CSCI 1305-Microcomputer Software Applications I	3		
PHYSICAL EDUCATION				INBS 3380-International Marketing	3		
PHED 1200	2			MRKT 2330-Fundamentals of Marketing	3		
SOCIAL SCIENCE				MRKT 3310-Marketing Management Information Systems	3		
PSYC, SOCY, (2310)_____	3			ECON 2310-Macroeconomics	3		
FINE ARTS				ECON 2320-Microeconomics	3		
ARTS 1300, MUSIC 1300 or THTR 1300, or ENGL (2000 level)	3			SPTM-4320-Sport Market, Sales, & Promotion	3		
SCIENCES				MARKETING MAJOR COURSE REQUIREMENTS			
Biological Science _____	4			MRKT 3316-Sales Management	3		
Physical Science _____	4			MRKT 3320-Promotions and Event Planning	3		
CHRISTIAN STUDIES				MRKT 3330-Brand Management	3		
CHST 1310	3			MRKT 3332-Consumer Behavior	3		
CHST 1320	3			MRKT 3360-E-Commerce Marketing	3		
COLL 1100 (HNRS 1210 or COLL 1300)	1,2,3			MRKT 4310-Marketing for Tourism and Hospitality	3		
MATHEMATICS				MRKT 4320-Principles of Marketing Research	3		
MATH 1310	3			MRKT 4325-Public & Nonprofit Marketing	3		
MATH 1330	3			MRKT 4328-Advertising	3		
				MRKT 4390-Marketing Strategy Seminar	3		
				MRKT 4380-Directed Internship in MKT 3-12 CR (3CR minimum)	12		
Total minimum hours required for degree not including CEVT/CHPL	129			ELECTIVES-3,6, or 9 CR to complete up to 9cr if MRKT4380 taken for less than 12CR			

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