

Marketing & Sales Management Major

Bachelor of Science

2024-2025 Degree Plan

Core Curriculum 48 Credits

BIB 434	Romans	3
BIB/THE	Upper-Level Bible or Theology Elective	3
CHM 122	The Great Commandment	3
CHM 301	Spiritual and Leadership Development	3
CHM 328	The Great Commission	3
ENG 131	English Composition	3
ENG 132	Writing and Literature	3
HIS 135X	Old Testament History	3
HIS 136X	New Testament History	3
MAT 226	Applied Statistics	3
THE 231	Christian Doctrine	3
COM 140	Perspectives in Communication or	
COM 252	Interpersonal Communication	3
FAR/MUS	Fine Arts/Music Elective or	
HON 225	Beauty: Arts and Culture	3
ENG/HIS/MAT/SCI Elective- choose one of the following or take two History Electives: 3-4		
ENG 250	Short Story	3
ENG 312	American Literature	3
ENG 314	Poetry	3
ENG 322	The Novel	3
ENG 326	Global Literature	3
MAT 130	Mathematics Survey	3
MAT 131	College Algebra	3
LAB SCI	Lab Science Elective	4
HIS 133	World Civilization to 1500 or	
HIS 134	World Civilization since 1500 or	
HIS 231	American Civilization to 1877 or	
HIS 232	American Civilization since 1877	3
PSY 130	General Psychology or	
SOC 230	Sociology	3

Electives 20 Credits

A minimum of 36 credits must be at the upper (300-400) level for a bachelor degree.

Marketing & Sales Mgmt 57 Credits

ACC 228	Principles of Accounting I	3
ACC 229	Principles of Accounting II	3
BUS 214	Business Data Analysis	3
BUS 221X	Business Communication	3
BUS 240	Social Entrepreneurship	3
BUS 335	Principles of Business Organization and Management	3
BUS 343	International Business	3
BUS 350	Principles of Marketing	3
BUS 375	Financial Management	3
BUS 421	Business Law	3
BUS 450	Strategy and Policy	3
BUS 456	Business Internship	3
ECO 232	Principles of Economics	3
ECO 324	Advanced Economics	3
FIN 210	Personal Financial Planning	3
MRK 316	Marketing Analytics	3
MRK 353	Digital and Internet Marketing	3
MRK 413	Trends in Consumer Behavior	3
MRK	Upper-Level Elective	3

Total Credits 125 Credits

Core Curriculum	48
Electives	20
Marketing & Sales Management Major	57

Total Credits Required for Graduation 125

Marketing & Sales Management Major

Four Year Plan

Freshman			Fall (15 credits)			Freshman			Spring (15 credits)		
ACC 228	Principles of Accounting I	3	ACC 229	Principles of Accounting II	3	ACC 229	Principles of Accounting II	3	ACC 229	Principles of Accounting II	3
HIS 135X	Old Testament History or		HIS 135X	Old Testament History or		HIS 135X	Old Testament History or		HIS 135X	Old Testament History or	
HIS 136X	New Testament History	3	HIS 136X	New Testament History	3	HIS 136X	New Testament History	3	HIS 136X	New Testament History	3
CHM 122	The Great Commandment	3	COM 140	Perspectives in Communication or		COM 140	Perspectives in Communication or		COM 140	Perspectives in Communication or	
ENG 131	English Composition	3	COM 252	Interpersonal Communication	3	COM 252	Interpersonal Communication	3	COM 252	Interpersonal Communication	3
PSY 130	General Psychology or		ENG 132	Writing and Literature	3	ENG 132	Writing and Literature	3	ENG 132	Writing and Literature	3
SOC 230	Sociology	3	Elective	General Elective	3	Elective	General Elective	3	Elective	General Elective	3

Sophomore			Fall (16 credits)			Sophomore			Spring (15 credits)		
ECO 232	Principles of Economics	3	BUS 214	Business Data Analysis	3	BUS 214	Business Data Analysis	3	BUS 214	Business Data Analysis	3
Elective	General Elective	4	BUS 221X	Business Communication	3	BUS 221X	Business Communication	3	BUS 221X	Business Communication	3
FIN 210	Personal Financial Planning	3	BUS 240	Social Entrepreneurship	3	BUS 240	Social Entrepreneurship	3	BUS 240	Social Entrepreneurship	3
MAT 226	Applied Statistics	3	CHM 301	Spiritual and Leadership		CHM 301	Spiritual and Leadership		CHM 301	Spiritual and Leadership	
THE 231	Christian Doctrine	3		Development	3		Development	3		Development	3
			ECO 324	Advanced Economics	3	ECO 324	Advanced Economics	3	ECO 324	Advanced Economics	3

Junior			Fall (18 credits)			Junior			Spring (15 credits)		
BUS 335	Principles of Business Organization and Management	3	BIB/THE	Upper-Level Elective	3	BIB/THE	Upper-Level Elective	3	BIB/THE	Upper-Level Elective	3
BUS 375	Financial Management	3	BUS 343	International Business	3	BUS 343	International Business	3	BUS 343	International Business	3
Electives	General Electives	6	BUS 350	Principles of Marketing	3	BUS 350	Principles of Marketing	3	BUS 350	Principles of Marketing	3
FAR/MUS	Fine Arts/Music Elective or		Elective	General Elective	3	Elective	General Elective	3	Elective	General Elective	3
HON 225	Beauty: Arts and Culture	3	HIS 133	World Civilization to 1500 or		HIS 133	World Civilization to 1500 or		HIS 133	World Civilization to 1500 or	
MRK 316	Marketing Analytics	3	HIS 134	World Civilization since 1500 or		HIS 134	World Civilization since 1500 or		HIS 134	World Civilization since 1500 or	
			HIS 231	American Civilization to 1877 or		HIS 231	American Civilization to 1877 or		HIS 231	American Civilization to 1877 or	
			HIS 232	American Civilization since 1877	3	HIS 232	American Civilization since 1877	3	HIS 232	American Civilization since 1877	3

Senior			Fall (16 credits)			Senior			Spring (15 credits)		
BUS 421	Business Law	3	BIB 434	Romans	3	BIB 434	Romans	3	BIB 434	Romans	3
BUS 456	Business Internship	3	BUS 450	Strategy and Policy	3	BUS 450	Strategy and Policy	3	BUS 450	Strategy and Policy	3
CHM 328	The Great Commission	3	Elective	General Elective	3	Elective	General Elective	3	Elective	General Elective	3
ENG/HIS/MAT/SCI	Elective	3-4	MRK 413	Trends in Consumer Behavior	3	MRK 413	Trends in Consumer Behavior	3	MRK 413	Trends in Consumer Behavior	3
Elective	General Elective	1	MRK	Upper-Level Elective	3	MRK	Upper-Level Elective	3	MRK	Upper-Level Elective	3
MRK 353	Digital and Internet Marketing	3									