

**Marketing**  
(Department of Management and Business)  
Major Requirements

<u>Major Courses</u>	<u>Credits</u>	<u>Semester Completed</u>
<a href="#">[ACCT 141]</a> Financial Accounting	3	
<a href="#">[ACCT 142]</a> Managerial Accounting	3	
<a href="#">[BIS 230]</a> Computer Applications*	3	
<a href="#">[BUSA 102]</a> Opportunities in Business	1	
<a href="#">[BUSA 281]</a> Applied Statistics for Management	3	
<a href="#">[BUSA 350]</a> Financial Management	3	
<a href="#">[BUSA 356]</a> Decision-Making Tools in Management	3	
<a href="#">[BUSA 381]</a> Business Law I: The Legal Foundation for Business	3	
<a href="#">[BUSA 459]</a> Strategic Management	3	
<a href="#">[ECON 110]</a> Economics of Social Issues	3	
<a href="#">[ECON 210]</a> Contemporary Economics	3	
<a href="#">[HRM 120]</a> Principles of Management	3	
<a href="#">[MRKT 230]</a> Marketing Principles	3	
<a href="#">[MRKT 333]</a> Consumer Behavior	3	
<a href="#">[MRKT 337]</a> Advertising	3	
<a href="#">[MRKT 339]</a> Marketing Research	3	
<a href="#">[MRKT 438]</a> Marketing Management and Strategy	3	
<i>One of the following:</i>	3-4	
<a href="#">[MATH 107]</a> Applied Mathematics for Management (3)		
<a href="#">[MATH 108]</a> Intuitive Calculus with Applications (3)		
<a href="#">[MATH 111]</a> Calculus I (4)		
<i>Two of the following:</i>	6	
<a href="#">[ART 112]</a> Introduction to Graphic Problem Solving (3)		
<a href="#">[ART 130]</a> Introduction to Computer Art (3)		
<a href="#">[ART 182]</a> Color and Design (3)		
<a href="#">[ART 211]</a> Computer Art (3)		
<a href="#">[ART 237]</a> Graphic Design I (3)		
<a href="#">[ART 251]</a> Photography I (3)		
<a href="#">[ART 312]</a> Digital Studio (3)		
<a href="#">[ART 337]</a> Graphic Design II (3)		
<a href="#">[ART 347]</a> Publication Portfolio (3)		
<a href="#">[ART 411]</a> Advanced Computer Art (3)		
<a href="#">[ART 435]</a> Computer Graphics and Multimedia (3)		
<a href="#">[ART 437]</a> Graphic Design III (3)		
<a href="#">[BUSA 211]</a> / <a href="#">[ENGL 211]</a> Writing for Business (3)		
<a href="#">[COMM 205]</a> Public Relations (3)		
<a href="#">[COMM 211]</a> Media in Everyday Life (3)		
<a href="#">[COMM 218]</a> Mass Media and Society (3)		
<a href="#">[COMM 241]</a> Small Group Communication (3)		
<a href="#">[COMM 247]</a> Writing for Mass Media (3)		
<a href="#">[COMM 301]</a> Persuasion: Theory and Practice (3)		

<a href="#">[COMM 333]</a> Business/Organizational Comm. (3)		
<a href="#">[COMM 341]</a> Communication Theory (3)		
<a href="#">[COMM 353]</a> Crisis Communication and Media Relations (3)		
<a href="#">[ENGL 112]</a> Newswriting (3)		
<a href="#">[MRKT 357]</a> Personal Selling (3)		

**NOTE:** To complete their major, all students must pass the Computer Competency Exam.  
 \*All students must pass the department-administered Computer Competency Exam prior to enrolling in BIS 230. Students who do not pass the Computer Competency Exam may enroll in BIS 130 Introduction to Computers.

General Education requirements on next page

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(Department of Management and Business)

General Education Requirements

<u>Courses</u>	<u>Credits</u>	<u>Semester Completed</u>
First Year Seminar	3	
Oral Communications	3	
Created and Called for Community	3	
Mathematical Sciences ( <a href="#">[MATH 107]</a> or <a href="#">[MATH 108]</a> or <a href="#">[MATH 111]</a> )	3 or 4	<u>met by major</u>
Laboratory Science	3 or 4	
Science, Technology & the World	3	
<b>Two</b> of the following:	6	
Social Science (3 credits – <a href="#">[ECON 110]</a> )		<u>met by major</u>
European History (3 credits)		
United States History (3 credits)		
Literature	3	
Philosophy and Religion	3	
Arts	3	
Language/Cross Cultural		
First Semester of Language	3	
Second Semester of Language	3	
Third Semester of Language or Cross Cultural	3	
Non-Western Studies	2 or 3	
Bible	3	
Christian Beliefs	3	
Health and Physical Fitness		
Introduction to Wellness	2	
Activity Course	1	
<b>One</b> of the following:	3	
Ethics (3 credits)		
World Views (3 credits)		
Pluralism in Contemporary Society (3 credits)		
Writing Enriched Course		

SUMMARY OF DEGREE REQUIREMENTS:

General Education	50-52
Major Requirements	58-59
Free Electives	12-15
<b>Total</b>	<b>123</b>

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