

Marketing (QuEST) 2025-26

Semester 1	Min	Max
IDFY 101/102H	3	3
COMM 105	3	3
Language 1	3	3
BUSA 102	1	1
MRKT 130	3	3
MATH 107, 108 or 111	3	5
Total	16	18

Semester 3	Min	Max
MRKT 333	3	3
ECON 220	3	3
STAT 281	3	3
CIS 190	3	3
3rd language or free elective	3	3
Total	15	15

Semester 5	Min	Max
FINA 305	3	3
MRKT 339	3	3
BUSA 381	3	3
Non-western	2	3
Phil/Rel	3	3
Total	14	15

Semester 7	Min	Max
MRKT xxx (specialized marketing course)	3	3
BUSA 501	3	3
Sci, Tech, World	3	3
Elective	3	3
ELI	3	0
Total	15	12

Semester 2	Min	Max
IDCR 151	3	3
ACCT 131	3	3
ECON 120	3	3
Language 2	3	3
Lab Science	3	3
Wellness	1	1
Total	16	16

Semester 4	Min	Max
MRKT 337	3	3
BUSA 120	3	3
History	3	3
Bible	3	3
CC or free elective	3	3
Literature	3	3
Total	18	18

Semester 6	Min	Max
MRKT 362 or 364	3	3
Christian Beliefs	3	3
Arts	3	3
MRKT xxx (specialized marketing course)	3	3
Free elective	3	3
Total	15	15

Semester 8	Min	Max
Ethics/WV/Pluralism	3	3
BUSA 505	3	3
MRKT xxx (specialized marketing course)	3	3
MRKT 438	3	3
Free elective	2	2
Total	14	14

8-semester plans are a suggested course sequence to be used as a guideline for degree completion. Students should work carefully with academic advisors to build an individual plan, using the 8-semester plan as a tool along with the degree audit and semester course schedules. 8-semester plans do not guarantee course offerings or available seats.

Marketing (General Education) 2025-26

For students matriculating beginning Fall 2024 and beyond

Semester 1	Min	Max
IDFY 101/102H	3	3
COMM 105	3	3
Language 1	3	3
BUSA 102	1	1
MRKT 130	3	3
MATH 107, 108 or 111	3	5
Total	16	18

Semester 3	Min	Max
MRKT 333	3	3
ECON 220	3	3
STAT 281	3	3
CIS 190	3	3
Free elective	3	3
Total	15	15

Semester 5	Min	Max
FINA 305	3	3
MRKT 339	3	3
BUSA 381	3	3
Free elective	3	3
Phil or Rel	3	3
Total	15	15

Semester 7	Min	Max
MRKT xxx (specialized marketing course)	3	3
BUSA 501	3	3
Intercultural Perspectives US	3	3
ELI	3	0
Free elective	3	3
Total	15	12

8-semester plans are a suggested course sequence to be used as a guideline for degree completion. Students should work carefully with academic advisors to build an individual plan, using the 8-semester plan as a tool along with the degree audit and semester course schedules. 8-semester plans do not guarantee course offerings or available seats.

Semester 2	Min	Max
ENGL 110/110H	3	3
ACCT 131	3	3
ECON 120	3	3
Language 2	3	3
Lab Science	3	3
Wellness	1	1
Total	16	16

Semester 4	Min	Max
MRKT 337	3	3
BUSA 120	3	3
History	3	3
Bible	3	3
Free elective	3	3
Literature or Art	3	3
Total	18	18

Semester 6	Min	Max
Intercultural Perspectives Global	3	3
MRKT 362 or 364		
Christian Beliefs	3	3
Ethics & Common Good	3	3
MRKT xxx (specialized marketing course)	3	3
Total	15	15

Semester 8	Min	Max
BUSA 505	3	3
MRKT xxx (specialized marketing course)	3	3
MRKT 438	3	3
Free elective	3	3
Free elective	1	2
Total	13	14