

# Business Administration - Marketing Course Plan

## Catalog Year 2021-2022

### Legend

**\* Major Requirement**

Must be taken to fulfill major requirements.

**† Major Elective**

Must be taken to fulfill major requirements, or replaced with an equivalent course.

**‡ Gen-Ed Requirement**

Must be taken to fulfill general education requirements.

**§ Elective**

Can be chosen from a selection of courses.

See MyGFU for detailed academic requirements.

### First Year

#### Fall Semester

Introduction to Business (BUSN 110) *	3 credits
The Bible (THEO 101) ‡	3 credits
Caring for Words (WRIT 111) ‡	3 credits
Communication in Society (COMM 111) ‡	3 credits
College Algebra (MATH 180 or higher) †	3 credits
<b>Semester Total</b>	<b>15 credits</b>
<b>Cumulative Total</b>	<b>15 credits</b>

#### Spring Semester

Statistics for Business & Economics (BUSN 240) *	3 credits
Principles of Marketing (MKTG 260) *	3 credits
Personal Finance (BUSN 120) *	3 credits
Christianity (THEO 102) ‡	3 credits
Why Math Matters (MATH 170) ‡	3 credits
<b>Semester Total</b>	<b>15 credits</b>
<b>Cumulative Total</b>	<b>30 credits</b>

## Second Year

### Fall Semester

Principles of Economics (ECON 200) *	3 credits
Principles of Financial Accounting (ACCT 271) *	3 credits
Principles of Management (MGMT 260) *	3 credits
Personhood (PSYC 100) ‡	3 credits
Faith & Story (LITR 111) ‡	3 credits
Internships: Finding, Landing & Succeeding (CPAS 216 - optional/recommended) §	1 credits
<b>Semester Total</b>	<b>16 credits</b>
<b>Cumulative Total</b>	<b>46 credits</b>

### Spring Semester

Principles of Managerial Accounting (ACCT 272) *	3 credits
Business Communication (BUSN 250) *	3 credits
Business Finance (FINC 260) *	3 credits
Consumer Behavior (MKTG 300) *	3 credits
The Modern & Postmodern World (HIST 111) ‡	3 credits
<b>Semester Total</b>	<b>15 credits</b>
<b>Cumulative Total</b>	<b>61 credits</b>

## Third Year

### Fall Semester

Global Business (BUSN 300) *	3 credits
Marketing Research (MKTG 350) *	3 credits
Radical Economics or Leadership & Character (ECON 150 or MGMT 200) *	3 credits
Science & Faith (GSCI 170) ‡	4 credits
Elective §	3 credits
<b>Semester Total</b>	<b>16 credits</b>
<b>Cumulative Total</b>	<b>77 credits</b>

### Spring Semester

Business Law (BUSN 360) *	3 credits
Marketing Communications (MKTG 420) *	3 credits
Justice (SSCI 100) ‡	3 credits
Art & Global Culture (ARTP/V 120) ‡	3 credits
Elective or Juniors Abroad §	3 credits
<b>Semester Total</b>	<b>15 credits</b>
<b>Cumulative Total</b>	<b>92 credits</b>

## Fourth Year

### Fall Semester

Radical Marketing (MKTG 430) *	3 credits
Ethics (THEO 380) ‡	3 credits
Navigating College to Career (CPAS 318 - optional/recommended) §	1 credits
Electives §	9 credits
<b>Semester Total</b>	<b>16 credits</b>
<b>Cumulative Total</b>	<b>108 credits</b>

### Spring Semester

Strategic Management (BUSN 486) *	3 credits
Strategic Marketing (MKTG 490) *	3 credits
Electives §	6 credits
<b>Semester Total</b>	<b>12 credits</b>
<b>Cumulative Total</b>	<b>120 credits</b>