

# BACHELOR OF ARTS MARKETING

## Degree Requirements Checklist

SECOND CENTURY CORE CURRICULUM REQUIREMENTS	CREDIT HOURS
INNER CORE REQUIREMENTS	
<b>FIRST YEAR EXPLORATION (For First-Year Students only)</b>	<b>1</b>
<input type="checkbox"/> FYE 150, First Year Exploration	
<b>COMMUNICATION</b>	<b>3</b>
<input type="checkbox"/> _____	
<b>ENGLISH 150</b>	<b>3</b>
<input type="checkbox"/> ENG 150, Literature, Writing and Research	
<b>ENGLISH 200+</b>	<b>3</b>
<input type="checkbox"/> _____	
<b>FINE ARTS (ART, MUS, THR)</b>	<b>3</b>
<input type="checkbox"/> _____	
<b>FOREIGN LANGUAGE (FRE, GER, LAN, LAT, SPA)</b>	<b>3</b>
<input type="checkbox"/> _____	
<b>HISTORY</b>	<b>3</b>
<input type="checkbox"/> _____	
<b>MATHEMATICS (MAT 120+)</b>	<b>0</b>
<input checked="" type="checkbox"/> Included in major requirements	
<b>NATURAL SCIENCE LECTURE (NSB, NSC, NSP, EXS150, BIO, CHE, PHY)</b>	<b>3/4</b>
<input type="checkbox"/> _____	
<b>NATURAL SCIENCE LAB (NSB, NSC, NSP, EXS150, BIO, CHE, PHY)</b>	<b>0/1</b>
<input type="checkbox"/> _____	
<b>PHILOSOPHY</b>	<b>1-3</b>
<input checked="" type="checkbox"/> Included in major requirements	
<input type="checkbox"/> _____	
<b>SOCIAL SCIENCE (ECO, LAW, POS, PSY, SOC)</b>	<b>3</b>
<input type="checkbox"/> _____	
<b>THEOLOGY</b>	<b>6</b>
<input type="checkbox"/> _____	
<input type="checkbox"/> _____	
Total hours of core requirements	<b>33-35</b>
OUTER CORE REQUIREMENTS (Select one.)	
<input type="checkbox"/> Second Major: _____	
<input type="checkbox"/> Minor: _____	
<input type="checkbox"/> Outer Core Sequence (9 Hours)	

MAJOR REQUIREMENTS	CREDIT HOURS
MAJOR	
<b>ACCOUNTANCY</b>	<b>6</b>
<input type="checkbox"/> ACC 101, Principles to Financial Accounting	
<input type="checkbox"/> ACC 102, Principles to Managerial Accounting	
<b>BUSINESS ADMINISTRATION</b>	<b>48</b>
<input type="checkbox"/> BUA 105, Introduction to Business	
<input type="checkbox"/> BUA 241, Mathematical Analysis for Management	
<input type="checkbox"/> BUA 291, Business Law I	
<input type="checkbox"/> BUA 302, Organizational Behavior	
<input type="checkbox"/> BUA 305, Effective Business Writing	
<input type="checkbox"/> BUA 311, Marketing	
<input type="checkbox"/> BUA 321, Business Finance	
<input type="checkbox"/> BUA 341, Quantitative Methods for Business	
<input type="checkbox"/> BUA 405, International Management	
<input type="checkbox"/> BUA 498, Senior Seminar	
<b>Marketing</b>	
<input type="checkbox"/> MKT 316, Consumer Behavior	
<input type="checkbox"/> MKT 416, Marketing Research	
<input type="checkbox"/> MKT 417, Marketing Management	
<b>Marketing Electives (choose three)</b> (MIS 390, 405, or 470, MKT 315, 317, 318, 320 or 412)	
<input type="checkbox"/> _____	
<input type="checkbox"/> _____	
<input type="checkbox"/> _____	
<b>ECONOMICS</b>	<b>6</b>
<input type="checkbox"/> ECO 101, Principles of Microeconomics	
<input type="checkbox"/> ECO 102, Principles of Macroeconomics	
<b>MATH</b>	<b>3</b>
<input type="checkbox"/> MAT 205, Introductory Statistics	
<b>COMPUTER INFORMATION SYSTEMS</b>	<b>3</b>
<input type="checkbox"/> CIS 111, Introduction to Computer Systems	
<b>PHILOSOPHY</b>	<b>3</b>
<input type="checkbox"/> PHI 217, BUSINESS ETHICS	
<b>EXPERIENTIAL LEARNING</b>	<b>1-3</b>
<input type="checkbox"/> _____	
Total hours of Finance Requirements	<b>70-72</b>
Total hours required for any bachelor's degree	<b>120+</b>

Updated Spring 2025