

BACHELOR OF SCIENCE IN MARKETING — REQUIRED COURSES

Prerequisite

MATH 110 College Algebra
(included in the General Education Core)

Marketing Courses		45 Credits
BUSI 238	Business Communication [WE*]	3
BUSI 211	Financial Accounting	3
BUSI 214	Managing Information Systems	3
BUSI 230	Principles of Management	3
BUSI 202	Business Statistics	3
BUSI 347	Principles of Marketing	3
BUSI 354	Consumer Behavior	3
BUSI 365	Marketing Research	3
BUSI 374	Services Marketing	3
BUSI 384	Foundations of Retailing	3
BUSI 431	Digital Marketing	3
BUSI 441	Marketing Analytics	3
BUSI 461	Global Marketing	3
BUSI 434	Business Law	3
BUSI 436	Business Ethics [WE*]	3

**Writing Emphasis courses*

TOTAL CREDITS IN MAJOR	45 Credits
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B.S. in Marketing:

To earn the B.S. in Marketing, students must complete the following degree components:

General Education Core	31 Credits
Characater Core or Biblical Studies Minor	15 Credits
Marketing Major	45 Credits
General Electives	29 Credits

TOTAL	120 Credits
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American Marketing Association (AMA) Membership:

Students pursuing the B.S. in Marketing are assessed an annual fee of \$50.00 for membership in the National Chapter of the American Marketing Association (AMA). The AMA is one of the largest marketing associations in the world, with over 30,000 members who work, teach, and study in the field. By becoming a member, students gain access to a vast body of marketing knowledge, high-quality training programs, the latest tools and tactics, exposure to leading-edge thinking, and opportunities to interact with marketing peers around the world.