

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 |
| Semester Total | 15 credits |
| Cumulative Total | 15 credits |

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 |
| Semester Total | 15 credits |
| Cumulative Total | 30 credits |

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 |
| Semester Total | 16 credits |
| Cumulative Total | 46 credits |

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 |
| Semester Total | 15 credits |
| Cumulative Total | 61 credits |

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 |
| Semester Total | 16 credits |
| Cumulative Total | 77 credits |

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 |
| Semester Total | 15 credits |
| Cumulative Total | 92 credits |

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 |
| Semester Total | 16 credits |
| Cumulative Total | 108 credits |

Spring Semester

| | |
|-----------------------------------|--------------------|
| Strategic Management (BUSN 486) * | 3 credits |
| Strategic Marketing (MKTG 490) * | 3 credits |
| Electives § | 6 credits |
| Semester Total | 12 credits |
| Cumulative Total | 120 credits |