Marketing

Catalog Year 2019-2020

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
I Believe (THEO 101) ‡	3 credits
Knowing & Being Known (LIBA 100) ‡	3 credits
Introduction to Communication (COMM 100) ‡	3 credits
MATH GE Requirement (MATH 180 recommended) ‡	3 credits
Semester Total	**15 credits**
Cumulative Total	**15 credits**

Spring Semester

Statistics for Business & Economics (BUSN 240) *	3 credits
Principles of Macroeconomics (ECON 202) *	3 credits
Personal Finance (BUSN 120) *	3 credits
I Believe (THEO 102) ‡	3 credits
Natural Science GE Requirement ‡	4 credits
Semester Total	**16 credits**
Cumulative Total	**31 credits**

Second Year

Fall Semester

Principles of Microeconomics (ECON 201) *	3 credits
Principles of Financial Accounting (ACCT 271) *	3 credits
Principles of Marketing (MKTG 260) *	3 credits
HUMA 205 or LITR & PHIL GE Requirement ‡	3 credits
BIBL/RELI GE Elective Requirement ‡	3 credits
Internships: Finding, Landing & Succeeding (CPAS 216 - optional/recommended) §	1 credits
Semester Total	**16 credits**
Cumulative Total	**47 credits**

Spring Semester

Principles of Managerial Accounting (ACCT 272) *	3 credits
Business Ethics (BUSN 290) *	3 credits
Principles of Management (MGMT 260) *	3 credits
Consumer Behavior (MKTG 300) *	3 credits
HUMA 290 or Fine Arts GE Requirement ‡	3 credits
Semester Total	**15 credits**
Cumulative Total	**62 credits**

Third Year

Fall Semester

Global Business (GBSN 300) *	3 credits
Marketing Communications (MKTG 420) *	3 credits
Business Finance (FINC 260) *	3 credits
HIST, PSCI or INTL GE Requirement ‡	3 credits
Lifelong Fitness (HHPA 120) ‡	2 credits
Electives §	3 credits
Semester Total	**17 credits**
Cumulative Total	**79 credits**

Spring Semester

Business Law (BUSN 360) *	3 credits
Digital Marketing (MKTG 360) *	3 credits
Marketing Major Elective (choose course from approved list) †	3 credits
Intercultural GE Requirement ‡	3 credits
Electives §	3 credits
Semester Total	**15 credits**
Cumulative Total	**94 credits**

Fourth Year

Fall Semester

Marketing Research (MKTG 450) *	3 credits
Navigating College to Career (CPAS 318 - optional/recommended) §	1 credits
Electives §	13 credits
Semester Total	**17 credits**
Cumulative Total	**111 credits**

Spring Semester

Strategic Management (BUSN 486) *	3 credits
Marketing Management and Strategy (MKTG 480) *	3 credits
Engaging Christ in Transition (LIBA 400) ‡	3 credits
Electives §	6 credits
Semester Total	**15 credits**
Cumulative Total	**126 credits**

Notes

Math requirement may be waived with a math SAT score of 620 or higher.