Marketing four year plan

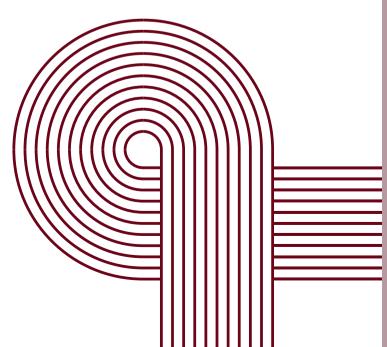
THIS IS A PROPOSED GUIDELINE, PLEASE CHECK THE CATALOG AND TALK TO YOUR ADVISOR FOR YOUR FINAL DEGREE REQUIREMENTS.

FALL SEMESTER		FRESHMAN		SPRING SEMESTER	
PAT 103	PATRIOTIC EDUCATION I	3	MAT GE	MATH INQUIRY OR COLLEGE ALGEBRA	3
CC 101	BASE CAMP	1	MKT 223	MARKETING	3
BTS 103	CHRISTIAN WORLDVIEW I	3	MGT 213	PRINCIPLES OF MANAGEMENT	3
CSC 113	FUNDAMENTALS OF COMPUTER SYSTEMS	3	HTY 153	WESTERN CIVILIZATION I	3
ENG 103	COLLEGE COMPOSITION	3	ENG 163	READINGS IN WESTERN CIVILIZATION	3
CHOOSE ONE EXPLORATION CLASS		3			
TOTAL CREDIT HOURS		16	TOTAL CREDIT HOURS		15
FALL SEMESTER SOPHOMORE SPRING SEMESTER					
HTY 253	THE AMERICAN EXPERIENCE	3	FIN 243	FINANCE	3
ECN 203	MACROECONOMICS	3	ACT 213	ELEMENTARY ACCOUNTING II	3
ACT 203	ELEMENTARY ACCOUNTING I	3	SPC 103	PUBLIC SPEAKING	3
ENG 253	AMERICAN RHETORIC	3		ATURAL SCIENCE & LAB	4
CHOOSE ONE FI		3	ECN 213	MICROECONOMICS	3
CC 201	FAITHFUL VOCATION	1			
TOTAL CRE	DIT HOURS	16	TOTAL CREDIT HOURS		16
	FALL SEMESTER	301		SPRING SEMESTER	
PED 101	LIFETIME WELLNESS	1	BUS 303	BUSINESS COMMUNICATIONS	3
BUS 253	BUSINESS LAW I	3	BUS 373	SPREADSHEET ANALYTICS	3
MKT 343*	CONSUMER BEHAVIOR	3	MCC 353**	SOCIAL MEDIA CAMPAIGNS OR COLLATERAL	3
MKT 363*	PROMOTIONAL STRATEGIES	3	MKT 333**	DIGITAL MARKETING	3
BUS 233	BUSINESS STATISTICS	3	CHOOSE ONE ELECTIVE OF YOUR CHOICE		3
		3			
TOTAL CRE	DIT HOURS	16	TOTAL CRE	DIT HOURS	15
	FALL SEMESTER	SEN	IOR	SPRING SEMESTER	
MI/T 400*		3			3
MKT 433*	MARKETING RESEARCH	3	BTS 4003	CHRISTIAN WORLDVIEW II	
BUS 353	INTERNATIONAL BUSINESS	3	MGT 443 MKT 423**	STRATEGIC MANAGEMENT Marketing Strategy	3
BUS 453	BUSINESS ETHICS	3			3 3
CHOOSE ONE ELECTIVE OF YOUR CHOICE				LECTIVE OF YOUR CHOICE	ა ქ
CHOOSE ONE ELECTIVE OF YOUR CHOICE		3	PAT 401***	PATRIOTIC EDUCATION II (OPTIONAL)	I
TOTAL CREDIT HOURS *=FALL ONLY **=SPRING ONLY		15		DIT HOURS Shington DC by Application	13

COURSE CHECKLIST

GENERAL EDUCATION COURSES

- CC 10V BASE CAMP
- PED 101 LIFETIME WELLNESS
- BTS 103 CHRISTIAN WORLDVIEW I
- PAT 103 PATRIOTIC EDUCATION
- SPC 103 PUBLIC SPEAKING
- ENG 103 OR 104 COLLEGE COMPOSITION
- CSC 133 FUNDAMENTALS OF COMPUTER SYSTEMS
- HTY 153 OR HTY 163 WESTERN CIVILIZATION
- ENG 163 READINGS IN WESTERN CIVILIZATION
- MATH INQUIRY OR COLLEGE ALGEBRA
- ONE NATURAL LAB SCIENCE (COURSE AND LAB)
- ONE EXPLORATION COURSE
- ONE FINE ARTS COURSE OR 3 HOURS
- CC 201 FAITHFUL VOCATION INTEGRATION
- ECN 203 MACROECONOMICS
- ENG 253 AMERICAN RETORIC
- HTY 253 AMERICAN EXPERIENCE
- BTS 40003 CHRISTIAN WORLD VIEW II



BUSINESS CORE COURSES

- ACT 203 ACCOUNTING I
- ACT 213 ACCOUNTING II
- MGT 213 PRINCIPLES OF MANAGEMENT
- BUS 233 BUSINESS STATISTICS
- ECN 213 MICROECONOMICS
- FIN 243 FINANCE
- MKT 223 MARKETING
- BUS 253 BUSINESS LAW
- BUS 303 BUSINESS COMMUNICATIONS
- BUS 353 INTERNATIONAL BUSINESS
- BUS 373 SPREADSHEET ANALYTICS
- BUS 443 STRATEGIC MANAGEMENT (SENIOR YEAR)
- BUS 453 BUSINESS ETHICS

MARKETING MAJOR COURSES

- MKT 333 DIGITAL MARKETING (SPRING)
- MKT 343 CONSUMER BEHAVIOR (FALL)
- MKT 363 PROMOTIONAL STRATEGIES (FALL)
- MKT 433 MARKETING RESEARCH (FALL)
- MKT 423 MARKETING STRATEGY (SPRING)
- CHOOSE ONE COLLATERAL COURSE
 - MCC 353 SOCIAL MEDIA CAMPAIGNS (SPRING)
 - SPC 303 INTERCULTURAL COMMUNICATIONS (S-E)
 - SPC 363 PUBLIC RELATIONS (SPRING)
 - HRM 303 HOSPITALITY MARKETING & SALES (SPRING)
 - MGT 393 SUPPLY CHAIN MANAGENT (SPRING)