

FALL			SPRING			SUMMER		
YEAR ONE (2018)			YEAR ONE (2019)			(2019)		
IDS-103	CU Foundations I/Terra Firma	1	IDS-104	CU Foundations II/Terra Firma	1			***
MAT-110	College Math*	3	IDS-101	Creativity, Innovation & Prob. Solv. (Take J-Term)	2			General Electives
ENG-212	Writing & Culture**	3	COM-112	Communication in Culture	3			
REL-104	Old Testament Literature	3	MGT-231	Principles of Management	3			
KIN-100	Total Fitness & Wellness	2	REL-204	New Testament Literature	3			
MKT-251	Principles of Marketing	3	ACC-222	Accounting II	3			
ACC-221	Accounting I	3	BUS-211	Business Statistics***	3			
		18			18			6
YEAR TWO (2019)			YEAR TWO (2020)			(2020)		
ECN-231	Macroeconomics Meets Social Science Requirement	3		Global Studies Requirement (J-Term trip optional)	3			General Electives
HIS-114	World Civilization II	3	BUS-213	Business Communication	3			
FIN-341	Principles of Finance	3	ECN-232	Microeconomics	3			MKT-380 Internship
KIN-1XX	KIN Activity course	1		Meet Social Science requirement				
MKT-353	Marketing Communications	3	PHI-211	Philosophy in Culture	3			
	Major elective****	3		Major elective****	3			
	General elective	1		General elective	3			
		17			18			9
YEAR THREE (2020)			YEAR THREE (2021)			(2021)		
HUM-311	Imagination in Culture	3	SCI-311	Science in Culture (Take J-term)	3			
MKT-350	Marketing Management	3	MGT-432	Strategic Management	3			
MKT-352	Marketing Research	3	BUS-361	Business Law	3			
	GE Lab Science	4	MKT-452	Marketing Problems/Strategy	3			
	Major elective****	3	REL-352	Christian Beliefs & History	3			
		16		General elective	3			
					18			
TOTAL CREDITS						120		

*Selection based on Math placement score at the time of registration	**English Placement based on ACT/SAT score
OR students can take MAT 151- Statistics	*See back for Major elective options

BUSINESS COURSES THAT FULFILL GLOBAL STUDIES REQUIREMENT:

For a full list of course options see pg. 40 in the Academic Catalog

BUS/ECN	215	International Business Experience	3
BUS	317	International Business	3
ECN	335	International Economics	3
MGT	339	International Management	3
MKT	359	International Marketing	3

APPROVED MAJOR ELECTIVES (9 CREDITS REQUIRED):

CHOOSE THREE COURSES FROM THE FOLLOWING OPTIONS:

BUS	317	International Business (meets Global Studies Requirement)	3
COM	361	Advertising Practices	3
MGT	215	Introduction to Sports Management	3
MGT	221	Introduction to Non-Profit Administration	3
MGT	336	Project Management	3
MGT	337	Entrepreneurship	3
MGT	361	Sports Media Relations & Event Management	3
MKT	355	Retailing	3
MKT	357	Consumer Behavior	3
MKT	358	Sales Management	3
MKT	359	International Marketing	3
MKT	362	Sports Marketing and Sales	3
OR choose two from above and one from below:			
CIS	211	Foundations of Information Systems	3
CIS	216	Introduction to Data Management	3
CIS	218	Introduction to Application Development	3

REQUIRED CORE BUSINESS COURSES:

ACC-221	Accounting I	Credit Hours	3
ACC-222	Accounting II		3
BUS-211	Business Statistics		3
BUS-213	Business Communication		3
BUS-361	Business Law		3
ECN-231	Macroeconomics		3
ECN-232	Microeconomics		3
FIN-341	Principles of Finance		3
MGT-231	Principles of Management		3
MGT-432	Capstone: Strategic Management		3
MKT-251	Principles of Marketing		3
TOTAL			33

REQUIRED MARKETING COURSES:

MKT-350	Marketing Management	Credit Hours	3	
MKT-352	Marketing Research		3	
MKT-353	Marketing Communications		3	
MKT-380	Internship		3	
MKT-452	Marketing Problems/Strategy		3	
			Major Electives (See approved list above to choose appropriate courses)	9
TOTAL			24	

CUMULATIVE TOTAL 57