

FALL

FRESHMAN (2018)

IDS-103	CU Foundations I/Terra Firma	1
MAT-110	College Math*	3
ENG-212	Writing & Culture**	3
IDS-101	Creativity, Innovation, & Problem Solving	2
MKT-251	Principles of Marketing	3
REL-104	Old Testament Literature	3
		15

SOPHOMORE (2019)

ACC-221	Accounting I	3
ECN-231	Macroeconomics	3
	meets Social Science Requirement	
BUS-211	Business Statistics	3
BUS-213	Business Communications	3
	GE Lab Science course	4
		16

JUNIOR (2020)

FIN-341	Principles of Finance	3
MKT-350	Marketing Management	3
MKT-352	Marketing Research	3
HUM-311	Imagination in Culture	3
	Major elective***	3
		15

SENIOR (2021)

MKT-353	Marketing Communications	3
REL-352	Christian Beliefs & History	3
	General electives	9
		15

SPRING

FRESHMAN (2019)

IDS-104	CU Foundations II/Terra Firma	1
HIS-114	World Civilization II	3
REL-204	New Testament Literature	3
COM-112	Communication & Culture	3
MGT-231	Principles of Management	3
KIN-100	Total Fitness & Wellness	2
		15

SOPHOMORE (2020)

ACC-222	Accounting II	3
ECN-232	Microeconomics	3
	meets Social Science Requirement	
PHI-211	Philosophy in Culture	3
KIN-1XX	KIN Activity course	1
	Major elective***	3
	General elective	3
		16

JUNIOR (2021)

BUS-361	Business Law	3
MKT-380	Internship	3
SCI-311	Science in Culture	3
	Major elective***	3
	Global Studies Requirement	3
	could take as J or May tern trip	
		15

SENIOR (2022)

MKT-452	Marketing Problems/Strategy	3
MGT-432	Strategic Management	3
	Remaining electives	7
	Includes: major electives or general electives	
		13

TOTAL CREDITS

120

*Selection based on Math placement score at the time of registration

**English placement based on ACT/SAT score

***See back page for approved 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