

## FALL

### YEAR ONE (2019)

|         |                              |           |
|---------|------------------------------|-----------|
| IDS-103 | CU Foundations I/Terra Firma | 1         |
| MAT-110 | College Math*                | 3         |
| ENG-212 | Writing & Culture**          | 3         |
| REL-104 | Old Testament Literature     | 3         |
| KIN-100 | Total Fitness & Wellness     | 2         |
| MKT-251 | Principles of Marketing      | 3         |
| ACC-221 | Accounting I                 | 3         |
|         |                              | <b>18</b> |

### YEAR TWO (2020)

|         |   |           |
|---------|---|-----------|
| ECN-231 | Macroeconomics                          | 3         |
|         | <b>Meets Social Science Requirement</b> |           |
| HIS-114 | World Civilization II                   | 3         |
| FIN-341 | Principles of Finance                   | 3         |
| KIN-1XX | KIN Activity course                     | 1         |
| MKT-353 | Marketing Communications                | 3         |
|         | Major elective****                      | 3         |
|         | General elective                        | 1         |
|         |   | <b>17</b> |

### YEAR THREE (2020)

|         |                        |           |
|---------|------------------------|-----------|
| HUM-311 | Imagination in Culture | 3         |
| MKT-350 | Marketing Management   | 3         |
| MKT-352 | Marketing Research     | 3         |
|         | GE Lab Science         | 4         |
|         | Major elective****     | 3         |
|         |                        | <b>16</b> |

## SPRING

### YEAR ONE (2020)

|                |   |           |
|----------------|---|-----------|
| IDS-104        | CU Foundations II/Terra Firma                                 | 1         |
| <b>IDS-101</b> | <b>Creativity, Innovation &amp; Prob. Solv. (Take J-Term)</b> | 2         |
| COM-112        | Communication in Culture                                      | 3         |
| MGT-231        | Principles of Management                                      | 3         |
| REL-204        | New Testament Literature                                      | 3         |
| ACC-222        | Accounting II   | 3         |
| BUS-211        | Business Statistics***  | 3         |
|                |   | <b>18</b> |

### YEAR TWO (2021)

|         |  |           |
|---------|--|-----------|
|         | <b>Global Studies Requirement (J-Term trip optional)</b> | 3         |
| BUS-213 | Business Communication                                   | 3         |
| ECN-232 | Microeconomics   | 3         |
|         | <b>Meet Social Science requirement</b>                   |           |
| PHI-211 | Philosophy in Culture                                    | 3         |
|         | Major elective****                                       | 3         |
|         | General elective   | 3         |
|         |  | <b>18</b> |

### YEAR THREE (2021)

|                |   |           |
|----------------|---|-----------|
| <b>SCI-311</b> | <b>Science in Culture (Take J-term)</b> | 3         |
| MGT-432        | Strategic Management                    | 3         |
| BUS-361        | Business Law                            | 3         |
| MKT-452        | Marketing Problems/Strategy             | 3         |
| REL-352        | Christian Beliefs & History             | 3         |
|                | General elective                        | 3         |
|                |   | <b>18</b> |

## TOTAL CREDITS

**120**

## SUMMER

### (2020)

|     |                   |   |
|-----|-------------------|---|
| *** | General Electives | 6 |
|-----|-------------------|---|

### (2020)

|                    |   |
|--------------------|---|
| General Electives  |   |
| MKT-380 Internship | 9 |

### (2021)

\*Selection based on MathACT/SAT 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 [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 |
| <b>OR choose two from above and one from below:</b> |     |   |   |
| 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                   | <b>Credit Hours</b> | 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         |
| <b>TOTAL</b> |                                |                     | <b>33</b> |

### REQUIRED MARKETING COURSES:

|              |                             |                     |           |
|--------------|-----------------------------|---------------------|-----------|
| MKT-350      | Marketing Management        | <b>Credit Hours</b> | 3         |
| MKT-352      | Marketing Research          |                     | 3         |
| MKT-353      | Marketing Communications    |                     | 3         |
| MKT-380      | Internship                  |                     | 3         |
| MKT-452      | Marketing Problems/Strategy |                     | 3         |
|              |                             |                     | 9         |
| <b>TOTAL</b> |                             |                     | <b>24</b> |

**CUMULATIVE TOTAL 57**