

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION,
MARKETING MANAGEMENT EMPHASIS

(Minimum 120 credit hours required)

NAME _____

DATE ____/____/____

RELIGION CORE

DEVELOPING BIBLICAL FAITH/LIFESTYLE

- BIBL-110 Message of the New Testament (3)
BIBL-111 Message of the Old Testament (3)
THEO-230 Intro. to Theology (3)
THEO-231 Intro. to Christian Ethics (3)
Christian Service (80)*

SUBTOTAL (12 hours) _____

LEE UNIVERSITY FRESHMAN EXPERIENCE

- LEEU-101 Freshman Seminar: Gateway (1) (Fall)
LEEU-102A Global Perspectives Seminar (1) (Spring)
LEEU-102B Foundations of Benevolence (1) (Spring)

SUBTOTAL (3 hours) _____

GENERAL EDUCATION CORE

ACQUIRING FUNDAMENTAL ACADEMIC SKILLS

- ENGL-105 (4) and ENGL-110 (3)
OR ENGL-106 (3) and ENGL-110 (3)
OR ENGL-110 (3) [Depends on placement]
MTHS-135 Intro to Statistics (3)

EXPLORING THE HUMANITIES

- HUMN-201 Foundations of Western Culture (3)
Two of the following (6)
HUMN-202 Rise of Europe (3)
HUMN-301 Foundations of Modern World (3)
HUMN-302 Modern Western Culture (3)

- HIST-221 / 222 Western Civilization I, II (3) (3)
ENGL-221 Western Lit: Ancient to Renaissance (3)
ENGL-222 Western Lit: Enlightenment to Postmodern (3)

One of the following (3)

- ARTS-201 Art in Culture (3)
MUHL-211 Music in Culture (3)
PHIL-241 Introduction to Philosophy (3)
THEA-201 Theatre in Culture (3)

UNDERSTANDING CONTEMPORARY SOCIETY

- HIST-212 Recent American History (3)
OR
PLSC-250 American Government (3)
One of the following (3)
PSYC-200 Understanding Human Behavior (3)
SOCIO-200 Understanding Contemporary Society (3)

RESPECTING THE NATURAL WORLD

- LAB SCIENCE: Choose one (1) course along with
the corresponding lab: BIOS-110, 112, 114; CHYS-131;
GSCI-121, 122; ASTR-111 (4)

SEEKING A GLOBAL PERSPECTIVE

- GNST-250-253 Cross Cultural Experience (1-3)
Intermediate (or higher) Foreign Language (6)
SUBTOTAL (35/41 hours) _____

SPECIALTY AREA

At least 15 hours of Specialty Area / Emphasis courses must be taken at Lee University.

- ACCT-241 Principles of Accounting I (3)
ACCT-242 Principles of Accounting II (3)
BUSN-101 Intro to Business (3)
BUSN-205 Principles of Business Mgmt (3)
BUSN-251 Business Communications (3)
BUSN-261 Intro Business Analytics (3)
BUSN-303 Business Law I (3)
BUSN-307 Business Finance (3)
BUSN-461 Operations Management (3)
BUSN-495 Business Ethics (Capstone) (3)
BUSN-497 Strategic Management (3)
CISS-101 Spreadsheet Concepts in Business (2)
CISS-250 Business Information Systems (3)
ECON-311 Macroeconomics (3)
ECON-312 Microeconomics (3)
MKTG-309 Principles of Marketing (3)

SUBTOTAL (47 hours) _____

MARKETING MANAGEMENT EMPHASIS

- BUSN-365 Project Management (3)
MKTG-350 Marketing & Consumer Behavior (3)
MKTG-360 Product Develop./Brand Mgmt (3)
MKTG-400 Channel Management (3)
MKTG-410 Global Marketing (3)
MKTG-420 Pricing Theory (3)

SUBTOTAL (18 hours) _____

GENERAL ELECTIVES

- _____ ()
_____ ()

SUBTOTAL (0/5 hours) _____

ACADEMIC ASSESSMENT

- GNST-400 Academic Profile (0)
SMFT-BUS Major Field Test: Business (0)
BUSN-EXT Business Dept Senior Assessment (0)

SUGGESTED FOUR YEAR SEQUENCE OF STUDY FOR BACHELOR OF ARTS IN BUSINESS ADMINISTRATION, MARKETING MANAGEMENT EMPHASIS

(The 80-clock-hour Christian Service requirement is not listed, but is spread throughout the four years.)

FRESHMAN YEAR

<u>Course</u>	<u>Hours</u>
LEEU-101, 102A, 102B	3
College Writing/Workshop	3/4
Rhetoric and Research	3
U S History/Government Option	3
Message of New & Old Testament	6
Intermediate Foreign Language*	6
Intro to Business	3
Spreadsheet Concepts in Business	2
Intro to Statistics	3
Total	32/33

JUNIOR YEAR

<u>Course</u>	<u>Hours</u>
Business Information Systems	3
Business Law I.....	3
Marketing & Consumer Behavior	3
Business Finance	3
Management Science	3
Macro- & Microeconomics	6
Operations Management	3
Humanities Option	3
Contemporary Society Option.....	3
Total	30

SOPHOMORE YEAR

<u>Course</u>	<u>Hours</u>
Intro. to Theology.....	3
Intro. to Christian Ethics.....	3
Foundations of Western Culture	3
Principles of Business Management.....	3
Principles of Accounting I & II.....	6
Lab Science	4
Marketing	3
Business Communications	3
Intro Business Analytics.....	3
Total	31

SENIOR YEAR

<u>Course</u>	<u>Hours</u>
Product Development/Brand Management.....	3
Project Management.....	3
Global Marketing.....	3
Strategic Management.....	3
Pricing Theory	3
Humanities Options	6
Cross-Cultural Experience.....	1/3
Business Ethics (Capstone).....	3
Channel Management	3
Contemporary Society Option.....	3
Total	31/33

*This assumes the student places at the Intermediate level. If student places at the elementary level, s/he must take the elementary classes during the freshman year, and they will count as 6 hrs of general electives. The intermediate level classes would then be taken in the sophomore or junior year.