

BACHELOR OF SCIENCE 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)
LING-201 Language and Culture (3)

SUBTOTAL (32/38 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 (2/8 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 SCIENCE 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
Language and Culture .....	3
Intro to Business .....	3
Spreadsheet Concepts in Business .....	2
Intro to Statistics .....	3
<b>Total</b>	<b>29/30</b>

### 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
<b>Total</b>	<b>30</b>

### 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
<b>Total</b>	<b>31</b>

### 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
General Elective .....	3
<b>Total</b>	<b>31/33</b>