

BACHELOR OF SCIENCE IN MARKETING

(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)*.....()

*Christian Service is not a course; the hours are earned by a combination of class, group, and individual service learning experiences.

SUBTOTAL (12 hours).....____

FRESHMAN / SOPHOMORE EXPERIENCE

- LEEU-101 Freshman Seminar: Gateway (1) (1st Fall).....()
 LEEEU-102 Global Perspectives Seminar (1) (1st Spring).....()
 LEEEU-202 Foundations of Benevolence (1) (2nd Fall)()

SUBTOTAL (3 hours).....____

GENERAL EDUCATION CORE**ACQUIRING FUNDAMENTAL ACADEMIC SKILLS**

- 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), ()
 SOCI-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 (32/37 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-251 Business Communications (3).....()
 BUSN-261 Intro Business Analytics (3).....()
 BUSN-303 Business Law I (3).....()
 BUSN-495 Business Ethics (Capstone) (3).....()
 CISS-101 Spreadsheet Concepts in Business (2).....()
 CISS-250 Business Information Systems (3).....()
 ECON-311 Macroeconomics (3), ()
 ECON-312 Microeconomics (3), ()
 FINC-307 Business Finance (3), ()
 MGMT-205 Principles of Business Mgmt (3).....()
 MGMT-461 Operations Management (3), ()
 MGMT-497 Strategic Management (3).....()
 MKTG-209 Principles of Marketing (3), ()
 MKTG-350 Consumer Behavior (3), ()
 MKTG-360 Brand Management (3), ()
 MKTG-370 Principles of Sales (3), ()
 MKTG-400 Channel Management (3), ()
 MKTG-420 Pricing Theory (3), ()
 MKTG-430 Social Media Marketing (3), ()

SUBTOTAL (65 hours).....____

GENERAL ELECTIVES

-()
()

SUBTOTAL (3/8 hours).....____

ACADEMIC ASSESSMENT

- GNST-400 Academic Profile (0).....()
 SMFT-BUS Major Field Test: Business (0), ()

SUGGESTED FOUR YEAR SEQUENCE OF STUDY FOR BACHELOR OF SCIENCE IN MARKETING

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

FRESHMAN YEAR

| Course | Hours |
|--|--------------|
| LEEU-101, 102 | 2 |
| College Writing | 3 |
| Rhetoric and Research | 3 |
| Message of New & Old Testament | 6 |
| Language and Culture | 3 |
| Intro to Business | 3 |
| Spreadsheet Concepts in Business | 2 |
| Intro to Statistics | 3 |
| Contemporary Society Option..... | 3 |
| Total | 28 |

JUNIOR YEAR

| Course | Hours |
|--|--------------|
| Business Information Systems | 3 |
| Business Law I..... | 3 |
| Business Finance | 3 |
| Consumer Behavior | 3 |
| Macro- & Microeconomics | 6 |
| Product Development & Brand Mgmt | 3 |
| Humanities Options 1 and 2 | 6 |
| U S History/Government Option | 3 |
| Total | 30 |

SOPHOMORE YEAR

| Course | Hours |
|--|--------------|
| LEEU-202 Benevolence | 1 |
| 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 | 32 |

SENIOR YEAR

| Course | Hours |
|---------------------------------|--------------|
| Operations Management | 3 |
| Strategic Management..... | 3 |
| Pricing Theory | 3 |
| Humanities Option 3 | 3 |
| Cross-Cultural Experience..... | 1/3 |
| Business Ethics (Capstone)..... | 3 |
| Channel Management | 3 |
| Principles of Sales | 3 |
| Social Media Marketing | 3 |
| General Electives..... | 5 |
| Total | 30/32 |