



Bachelor of Science in Business Administration
Concentration in Marketing
(Campus only)
Degree Program Checklist

Student: _____ ID#: _____ Advisor: _____

<u>Class</u>	<u>Hours</u>	<u>Grade</u>	<u>Semester</u>
General Education (43-45 Hours):			
CO 105 Introduction to Public Speaking	3	_____	_____
EN 101 Composition	3	_____	_____
EN 102 Composition and Literature	3	_____	_____
ES 100 Physical Well Being	2	_____	_____
*Choose 1: HI 201 American History I			
HI 202 American History II	3	_____	_____
PH 210 Introduction to Logic	3	_____	_____
PO 101 American National Government	3	_____	_____
*Choose 1: PY 210 General Psychology			
PY 220 Human Growth & Development	3	_____	_____
**TM 100 Pathfinders or	1		
TM 101 Success Strategies	3	_____	_____
*Choose 1: AR 105 Art Appreciation & Criticism			
EN 201 or EN 202 English Literature Survey I or II			
EN 221 or EN 222 World Masterpieces Survey I or II			
EN 231 or EN 232 American Literature Survey I or II			
FA 110 Art, Literature, & Music Appreciation & Worldview			
MU 105 Music Appreciation			
TH 101 Theatre Appreciation	3	_____	_____
Great Commission Studies:			
BI 101 Concepts in Biology	4	_____	_____
CS 101 Bible Survey	3	_____	_____
*Choose 1: CS 120 Theological Survey			
CS 322 Christian Theology I			
CS 323 Christian Theology II	3	_____	_____
CS 230 History of the Free Church	3	_____	_____
MI 201 Great Commission Living	3	_____	_____

***Major required courses may not also be counted as General Education.**

****See TMU catalog regarding which course should be taken.**

<u>Class</u>	<u>Hours</u>	<u>Grade</u>	<u>Semester</u>
Support Courses (12 Hours):			
MA 101 Math Modeling or higher	3	_____	_____
MA 200 Statistics	3	_____	_____
BU 302 Research Methods & Analysis	3	_____	_____
General Elective ^{1,4}	3	_____	_____
Major Courses (55 Hours):			
BU 210 Financial Accounting I	3	_____	_____
BU 211 Financial Accounting II	3	_____	_____
BU 215 Principles of Macroeconomics	3	_____	_____
BU 216 Principles of Microeconomics	3	_____	_____
BU 220 Introduction to Computers or			
BU 333 Advanced Computer Applications ²	3	_____	_____
BU 230 Principles of Leadership	3	_____	_____
BU 300 Business Law	3	_____	_____
BU 301 Business Communications	3	_____	_____
BU 308 Personal Finance	3	_____	_____
BU 320 Principles of Marketing	3	_____	_____
BU 330 Principles of Management	3	_____	_____
BU 335 Organizational Behavior	3	_____	_____
BU 340 Principles of Corporate Finance	3	_____	_____
BU 400 Global Business	3	_____	_____
BU 410 Business Ethics	3	_____	_____
BU 425 Entrepreneurship and New Venture Creation	3	_____	_____
BU 450 Strategic Management	4	_____	_____
BU 460 Internship (Junior or Senior Standing)	3	_____	_____

Marketing Concentration^{3,4} (12 Hours):

*Choose 4

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|--|---|
| ____ BU 305 Salesmanship | ____ BU 363 Sports Marketing |
| ____ BU 333 Advanced Computer Applications | ____ BU 420 Advertising |
| ____ BU 4XX Digital Fluency | ____ BU 422 Social Media Marketing |
| ____ BU 423 Social Media Marketing II | ____ BU 424 Digital Media Marketing |
| ____ BU 371 Introduction to Grant Writing | ____ BU 461 Concentration Specific Internship |
| ____ BU 3-4XX with Dean Approval | |

Degree Requirement:

This degree requires a grade of C- or higher in **all** BU courses.

TOTAL HOURS 122-124

¹ Physical Education and performance music courses cannot be used.

² Faculty approval required.

³ Must be 300 or 400 level BU Courses

⁴ Recommended that Business Students take BU 350 Management Information Systems as either the General Elective or if under the General Business Concentration