Bachelor of Science (B.S.) degree with major in Marketing

Sample Four-Year Plan Starting in Even Years

**First Year Fall**
COR 1002  Gateway Seminar
BBL 1013  Old Testament Survey
EGL 1013  English I
GSC 1023  Physical Science
HST 1013  Western Civilization I
KIN 1021-91 Wellness Activity

Total Hours  15

**First Year Spring**
BBL 1023  New Testament Survey
EGL 1023  English II
ATG 1163  Accounting for Decision Making
BUS 1123  Business Communication
HST 1023  Western Civilization II
KIN 1002/1012  Wellness

Total Hours  17

**Second Year Fall**
ECN 2113  Principles of Microeconomics
POL 2013  American Government
BUS 2153  Financial Mathematics
BIO 1003 Biological Science
  xxx3 Minor/Elective
  Total Hours  15

Second Year Spring
MKT 2143 Principles of Marketing
ECN 2123 Principles of Macroeconomics
BUS 2113 Financial Spreadsheet Applications
BUS 2193 Business Statistics
  xxx3 Minor/Elective
  Total Hours  15

Third Year Fall
BUS 4143 Business Law
MKT 3163†Consumer Behavior
MKT 4113 Marketing Research
RPH 3003 Introduction to Philosophy
  xxx3 Minor/Elective
  Total Hours  15

Third Year Spring
BUS 3153 Applied Business Ethics
BBL 3003 Evangelical Theology
MKT 4173 Marketing Strategies
COM 4323 Advertising
  xxx3 Art Core
  xxx3 Minor/Elective
Total Hours 18

**Fourth Year Fall**

BUS 3993 Internship
BUS 4993 Strategic Management
BUS 4173 Business Finance
MKT 3133†Retailing
    xxx3 Minor/Elective
Total Hours 15

**Fourth Year Spring**

MKT 3153 International Marketing
EGL 4003 Masterpieces of Literature
BBL 4002 Capstone Seminar in Christian Life
    xxx3 Minor/Elective
    xxx3 Minor/Elective
Total Hours 14

Total Hours for Four Years: 124

† The order of alternate year courses will differ depending on whether a student begins his/her studies at JBU in an even or an odd year.