DIVISION OF BUSINESS
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
BUS 3153 Financial Mathematics
KIN 10x1 Wellness Activity
    Minor/Elective
Total Hours 15

First Year Spring
BBL 1023 New Testament Survey
KIN 1002 Wellness
EGL 1023 English II
ATG 1163 Accounting for Decision Making
POL 2113 American Government
BUS 1123 Business Communication
Total Hours 17

Second Year Fall
ECN 2113 Principles of Microeconomics
HST 1013 Western Civilization I
BIO 1003 Biological Science
GSC 1023 Physical Science
MKT 3133†Retailing
    Minor/Elective
Total Hours 18

Second Year Spring
ECN 2123 Principles of Macroeconomics
BUS 2113 Financial Spreadsheet Applications
BUS 2193 Business Statistics
HST 1023 Western Civilization II
    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 Art Core
    Minor/Elective
Total Hours 18

Third Year Spring
BUS 3153 Applied Business Ethics
BBL 3003 Evangelical Theology
MKT 4173† Marketing Strategies
MKT 3143 Principles of Marketing
COM 4323 Advertising
Total Hours 15

Fourth Year Fall
BUS 3993 Internship
BUS 4993 Strategic Management
BUS 4173 Business Finance
    Minor/Elective
Total Hours 12

Fourth Year Spring
MKT 3153 International Marketing
EGL 4003 Masterpieces of Literature
BBL 4002 Capstone Seminar in Christian Life
    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.