

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.