

## B.A. in Business (Marketing Emphasis) 2018-2019: Option 1 - CWILT

<b>First Year</b>					
<b>Fall</b>	<b>Credits</b>	<b>Interim</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
BUS 100M or 130 Business Calculus or Business Problem Solving	3	GES 160 Inquiry Seminar	3	BUS 106 Introduction to Business Applications	1
GES 125 Introduction to the Creative Arts	4			GES 130 Christianity Western Culture	4
BIB 101 Introduction to the Bible	3			GES 140 Introduction to Wellbeing	3
Second Language (S) course*1	4			Leisure and Lifetime Sports (Q) course	1
				Electives	6
	<b>14</b>		<b>3</b>		<b>15</b>
<b>Second Year</b>					
<b>Fall</b>	<b>Credits</b>	<b>Interim</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
BUS 210 Financial Accounting	4	Contemporary Western Life and Thought (L) course	3	BUS 220 Principles of Marketing	4
BUS 230 Principles of Management	4			MAT 207M Statistical Analysis	3
ECO 201 Principles of Economics	4			Laboratory Science (D) course	4
THE 201 Christian Theology	3			World Cultures (U) course	3
	<b>15</b>		<b>3</b>		<b>14</b>
<b>Third Year</b>					
<b>Fall</b>	<b>Credits</b>	<b>Interim</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
BUS 208 (or BUS 315, BUS 319) Business Communication, Sales and Sales Management Advertising and Promotion	3	Elective	3	BUS 309 Brand Management	3
BUS 318G Global Marketing	3			BUS 344 Managerial Finance	4
BUS 326 Principles of Business Information Systems	3			Cross-Cultural Experience (Z) course	0-3
ECO 301 Intermediate Microeconomics	3			Business or Economics elective	3
Interpreting Biblical Themes (J) course	3			Science, Technology, and Society (K) course	3
	<b>15</b>		<b>3</b>		<b>13-16</b>
<b>Fourth Year</b>					
<b>Fall</b>	<b>Credits</b>	<b>Interim</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
BUS 321 Marketing Research	3	Interim Off		BUS 420 Marketing Seminar	3
BUS 324 Consumer Behavior	3			BUS 481 Internship in Business	4
BUS 361 Business Law	3			Contemporary Christian Issues (P) course	3
Artistic Experience (A) course	0-3			Electives	6
Elective	3				
	<b>12-15</b>		<b>0</b>		<b>16</b>
<b>Total Credits 123-129</b>					

1. Students must complete through the second semester of a first year language course or equivalent.

This program assumes a student will use BUS 100M or MAT 207M to meet the general education Mathematics requirement.

Most financial aid packages stipulate 12 credits/semester; Minnesota state grants are reduced when credit falls below 15 credits/semester. (Interim may be split between fall and spring for the state grant purposes only.)

## B.A. in Business (Marketing Emphasis) 2018-2019: Option 2 - Humanities

<b>First Year</b>					
<b>Fall</b>	<b>Credits</b>	<b>Interim</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
BUS 100M or 130 Business Calculus or Business Problem Solving	3	GES 147 Humanities II: Renaissance and Reformation	4	BIB 101 Introduction to the Bible	3
GES 140 Introduction to Wellbeing	3			BUS 106 Introduction to Business Applications	1
GES 145 Humanities I: Greco-Roman through Middle Ages	4			GES 244 Humanities III: European Enlightenment and American Culture to 1877	4
Second Language (S) course*1	4			Laboratory Science (D) course	4
				Elective	3
	<b>14</b>		<b>4</b>		<b>15</b>
<b>Second Year</b>					
<b>Fall</b>	<b>Credits</b>	<b>Interim</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
BUS 210 Financial Accounting	4	Elective	3	BUS 220 Principles of Marketing	4
ECO 201 Principles of Economics	4			BUS 230 Principles of Management	4
GES 246 Humanities IV: Modern and Contemporary Western Culture	4			MAT 207M Statistical Analysis	3
Elective	3			World Cultures (U) course	3
	<b>15</b>		<b>3</b>		<b>14</b>
<b>Third Year</b>					
<b>Fall</b>	<b>Credits</b>	<b>Interim</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
BUS 309 Brand Management	3	Elective	3	BUS 318G Global Marketing	3
ECO 301 Intermediate Microeconomics	3			BUS 326 Principles of Business Information Systems	3
Marketing Elective (BUS 208, BUS 315, or BUS 319) , Sales and Sales Management, or Advertising and Promotion	3			BUS 344 Managerial Finance	4
Interpreting Biblical Themes (J) course	3			Cross-Cultural Experience (Z) course	0-3
Science, Technology, and Society (K) course	3			Business or Economics Elective	3
	<b>15</b>		<b>3</b>		<b>13-16</b>
<b>Fourth Year</b>					
<b>Fall</b>	<b>Credits</b>	<b>Interim</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
BUS 321 Marketing Research	3	Interim Off		BUS 420 Marketing Seminar	3
BUS 324 Consumer Behavior	3			BUS 481 Internship in Business	3-4
BUS 361 Business Law	3			Contemporary Christian Issues (P) course	3
Artistic Experience (A) course	0-3			Electives	6
Leisure and Lifetime Sports (Q) course	1				
Elective	3				
	<b>13-16</b>		<b>0</b>		<b>15-16</b>
<b>Total Credits 124-131</b>					

1. Students must complete through the second semester of a first year language course or equivalent.

This program assumes a student will use BUS 100M or MAT 207M to meet the general education Mathematics requirement.

Most financial aid packages stipulate 12 credits/semester; Minnesota state grants are reduced when credit falls below 15 credits/semester. (Interim may be split between fall and spring for the state grant purposes only.)