

B.A. in Business (Marketing Emphasis) Enhanced Academic Plan

B.A. in Business (Marketing Emphasis) - CWILT

Recommended Courses				
Fall Semester 1	Interim Semester 1	Spring Semester 1	Career Planning and Preparation	R.E.A.L. Experience
BUS 100M or 130 Business Calculus or Business Problem Solving GES 125 Introduction to the Creative Arts	GES 160 Inquiry Seminar	BUS 106 Introduction to Business Applications GES 130 Christianity Western Culture	PHASE 1: EXPLORE <i>Explore self, careers, & God's call</i>	Create your R.E.A.L. Portfolio Consider joining Bethel Business and Economics Association (BBEA), or another club or ministry of interest
BIB 101 Introduction to the Bible Second Language (S) course*1		GES 140 Introduction to Wellbeing Leisure and Lifetime Sports (Q) course Electives	Take a Career Assessment Research Careers: O*Net, Candid Careers, & informational interviews w/ Alums Gain Experience: Part-time job; Campus Involvement (e.g. student club); Volunteering	Consider finding a mentor
14		3		15
MILESTONES: Consider study abroad options				
Recommended Courses				
Fall Semester 2	Interim Semester 2	Spring Semester 2	Career Planning and Preparation	R.E.A.L. Experience
BUS 210 Financial Accounting BUS 230 Principles of Management ECO 201 Principles of Economics THE 201 Christian Theology	Contemporary Western Life and Thought (L) course	BUS 220 Principles of Marketing MAT 207M Statistical Analysis Laboratory Science (D) course World Cultures (U) course	PHASE 1&2: EXPLORE/EXPERIENCE <i>Finalize major if necessary & begin gaining experience</i> Create/update Resume & LinkedIn Build professional network (e.g. informational interviews) Attend Spring Career Fair Obtain Internship or relevant job by summer	Continue adding artifacts and reflections to your R.E.A.L. Portfolio. Consider taking a leadership position with a student club. Consider going on a spring break mission trip.
15		3	14	
MILESTONES: Consider doing an online course over the summer				
Recommended Courses				
Fall Semester 3	Interim Semester 3	Spring Semester 3	Career Planning and Preparation	R.E.A.L. Experience
BUS 208 (or BUS 315, BUS 319) Business Communication, Sales and Sales Management Advertising and Promotion BUS 318G Global Marketing BUS 326 Principles of Business Information Systems ECO 301 Intermediate Microeconomics Interpreting Biblical Themes (J) course	Elective	BUS 309 Brand Management BUS 344 Managerial Finance Cross-Cultural Experience (Z) course Business or Economics elective Science, Technology, and Society (K) course	PHASE 2: EXPERIENCE <i>Use experiences to narrow down career choice & develop relevant skills</i> Participate in Fall & Spring Recruiting to obtain an internship Schedule a Mock Interview Explore Grad Schools & Take Entrance Exams (e.g. GRE) if necessary Expand Professional Network	Review your R.E.A.L. Portfolio and prepare to make it public. Consider studying abroad. Consider applying for a Student Leadership Position in Student Life. Consider being a TA for a favorite class.
15		3	13-16	
MILESTONE: A minimum 3.2 GPA in your major is a good goal to strive for				
Recommended Courses				
Fall Semester 4	Interim Semester 4	Spring Semester 4	Career Planning and Preparation	R.E.A.L. Experience
BUS 321 Marketing Research BUS 324 Consumer Behavior BUS 361 Business Law Artistic Experience (A) course Elective	Interim Off	BUS 420 Marketing Seminar BUS 481 Internship in Business Contemporary Christian Issues (P) course Electives	PHASE 3: EXECUTE <i>Execute an effective job or grad school search</i> Participate in Fall and Spring Recruiting Apply for Graduate School if necessary Expand Professional Network	Continue updating your public R.E.A.L. Portfolio with relevant experiences and reflection. Consider mentoring an underclassman.
12-15		0	16	
Total Credits: 123-129				
*1 Students must complete through the second semester of a first year language course or equivalent (Check the catalog for details of this option.)				
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 load falls below 15 credits/semester. (Interim credits may be split between fall and spring for state grant purposes only.)				

B.A. in Business (Marketing Emphasis) Enhanced Academic Plan

B.A. in Business (Marketing Emphasis) - Humanities

Fall Semester 1		Recommended Courses Interim Semester 1		Spring Semester 1		Career Planning and Preparation		R.E.A.L. Experience	
BUS 100M or 130 Business Calculus or Business Problem Solving GES 140 Introduction to Wellbeing		GES 147 Humanities II: Renaissance and Reformation		BIB 101 Introduction to the Bible		PHASE 1: EXPLORE		Create your R.E.A.L. Portfolio	
				BUS 106 Introduction to Business Applications		Explore self, careers, & God's call		Consider joining Bethel Business and Economics Association (BBEA), or another club or ministry of interest	
GES 145 Humanities I: Greco-Roman through Middle Ages				GES 244 Humanities III: European Enlightenment and American Culture to 1877		Take a Career Assessment		Consider finding a mentor	
Second Language (S) course*1				Laboratory Science (D) course		Research Careers: O*Net, Candid Careers, & informational interviews w/ Alums			
				Elective		Gain Experience: Part-time job; Campus Involvement (e.g. student club); Volunteering			
14		4		15					
MILESTONES: Consider study abroad options									
Fall Semester 2		Recommended Courses Interim Semester 2		Spring Semester 2		Career Planning and Preparation		R.E.A.L. Experience	
BUS 210 Financial Accounting		Elective		BUS 220 Principles of Marketing		PHASE 1&2: EXPLORE/EXPERIENCE		Continue adding artifacts and reflections to your R.E.A.L. Portfolio.	
ECO 201 Principles of Economics				BUS 230 Principles of Management		Finalize major if necessary & begin gaining experience		Consider taking a leadership position with a student club.	
GES 246 Humanities IV: Modern and Contemporary Western Culture				MAT 207M Statistical Analysis		Create/update Resume & LinkedIn		Consider going on a spring break mission trip.	
Elective				World Cultures (U) course		Build professional network (e.g. informational interviews)			
						Attend Spring Career Fair			
15		3		14		Obtain Internship or relevant job by summer			
MILESTONES: Consider doing an online course over the summer									
Fall Semester 3		Recommended Courses Interim Semester 3		Spring Semester 3		Career Planning and Preparation		R.E.A.L. Experience	
BUS 309 Brand Management		Elective		BUS 318G Global Marketing		PHASE 2: EXPERIENCE		Review your R.E.A.L. Portfolio and prepare to make it public.	
ECO 301 Intermediate Microeconomics				BUS 326 Principles of Business Information Systems		Use experiences to narrow down career choice & develop relevant skills		Consider studying abroad.	
Marketing Elective (BUS 208, BUS 315, or BUS 319), Sales and Sales Management, or Advertising and Promotion				BUS 344 Managerial Finance		Participate in Fall & Spring Recruiting to obtain an internship		Consider applying for a Student Leadership Position in Student Life.	
Interpreting Biblical Themes (J) course				Cross-Cultural Experience (Z) course		Schedule a Mock Interview		Consider being a TA for a favorite class.	
Science, Technology, and Society (K) course				Business or Economics Elective		Explore Grad Schools & Take Entrance Exams (e.g. GRE) if necessary			
						Expand Professional Network			
15		3		13-16					
MILESTONE: A minimum 3.2 GPA in your major is a good goal to strive for									
Fall Semester 4		Recommended Courses Interim Semester 4		Spring Semester 4		Career Planning and Preparation		R.E.A.L. Experience	
BUS 321 Marketing Research		Interim Off		BUS 420 Marketing Seminar		PHASE 3: EXECUTE		Continue updating your public R.E.A.L. Portfolio with relevant experiences and reflection.	
BUS 324 Consumer Behavior				BUS 481 Internship in Business		Execute an effective job or grad school search		Consider mentoring an underclassman.	
BUS 361 Business Law				Contemporary Christian Issues (P) course		Participate in Fall and Spring Recruiting			
Artistic Experience (A) course				Electives		Apply for Graduate School if necessary			
Leisure and Lifetime Sports (Q) course						Expand Professional Network			
Elective									
13-16		0		15-16					
Total Credits: 124-131									
*1. Students must complete through the second semester of a first year language course or equivalent (Check the catalog for details of this option.)									
This program assumes a student will use BUS 100M or MAT 207M to meet the general education mathematics requirement.									
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