## B.A. in Business (Marketing Emphasis) 2020-2021: Option 1 - CWILT

OUI Introduction to the Bible   3   GES 160 Inquiry Seminar   3   BUS 106 Introduction to Business Applications   100M or 130 Business Calculus or Business Problem Solving   3   GES 130 Christianity Western Culture   125 Introduction to the Creative Arts   4   GES 140 Introduction to Wellbeing   1   Leisure and Lifetime Sports (Q) course   1   Leisure and Lifetime Sports (Q) c	FIRST YEAR					
125 Introduction to the Creative Arts	Fall	Credits	Interim Credits		Spring	Credits
125 Introduction to the Creative Arts  Ind Language (S) course *1  Ind Language (S) course *1  Interim  Credits  Interim  Interim  Credits  Interim  Interim	BIB 101 Introduction to the Bible	3	GES 160 Inquiry Seminar	3	BUS 106 Introduction to Business Applications	
Leisure and Lifetime Sports (O) course  Leisure and Lifetime Sports (O) course  Electives  OND YEAR  Credits   Marketing   4   Contemporary Western Life and Thought (L) course   3   BUS 220 Principles of Marketing   4   Contemporary Western Life and Thought (L) course   3   BUS 220 Principles of Marketing   4   Contemporary Western Life and Thought (L) course   3   BUS 220 Principles of Marketing   4   Contemporary Western Life and Thought (L) course   3   BUS 220 Principles of Marketing   4   Contemporary Western Life and Thought (L) course   3   BUS 220 Principles of Marketing   4   Contemporary Western Life and Thought (L) course   3   BUS 220 Principles of Marketing   4   Contemporary Western Life and Thought (L) course   4   Laboratory Science (D) course   4   Laboratory Science (D) course   4   Contemporary Western Life and Thought (L) course   4   Laboratory Science (D) course   4   Contemporary Western Life and Thought (L) course   4   Contemporary Western Life and Thought (L) course   4   Laboratory Science (D) course   4   Contemporary Western Life and Thought (L) course   4   Contemporary Western Life and Thought (L) course   4   Laboratory Science (D) course   4   Contemporary Western Life and Thought (L) course   6   Contemporary Western Life	BUS 100M or 130 Business Calculus or Business Problem Solving	3			GES 130 Christianity Western Culture	4
Electives   Contemporary Western Life and Thought (L) course   Spring   Credits   Cr	GES 125 Introduction to the Creative Arts	4			GES 140 Introduction to Wellbeing	;
OND YEAR  Credits Interim 210 Financial Accounting 210 Financial Accounting 230 Principles of Management 230 Principles of Management 230 Principles of Economics 24 Contemporary Western Life and Thought (L) course 250 Principles of Economics 261 Principles of Economics 272 Laboratory Science (D) course 273 World Cultures (U) course 274 Course 275 World Cultures (U) course 276 Credits 277 Spring 278 Spring 278 Oredits 278 Spring 278 Spring 278 Oredits 278 Spring 278 Oredits 278 Spring 278 Oredits 278 Spring 278 Oredits 278 Spring 278 Spring 278 Oredits 278 Spring 278 Oredits 278 Spring 278 Spr	Second Language (S) course *1	4			Leisure and Lifetime Sports (Q) course	
OND YEAR  Credits Interim Credits Spring Credits 210 Financial Accounting 4 Contemporary Western Life and Thought (L) course 3 BUS 220 Principles of Marketing 230 Principles of Management 4 Contemporary Western Life and Thought (L) course 3 BUS 220 Principles of Marketing 230 Principles of Economics 4 Laboratory Science (D) course 201 Christian Theology 3 World Cultures (U) course 3 Credits Interim Credits Spring Credits  Credits Interim Credits Spring Credits Analysis 3 BUS 319, BUS 319, BUS 357) Business Communication, and Sales Management, Advertising and PromotionPrinciples gital Marketing 3 BUS 309 Brand Management Spring Spri					Electives	
Credits   Interime   Credits   Credits   Credits   Credits   Spring   Credits   Credits   210 Financial Accounting   4   Contemporary Western Life and Thought (L) course   3   BUS 220 Principles of Marketing   230 Principles of Management   4   Contemporary Western Life and Thought (L) course   MAT 207M Statistical Analysis   201 Principles of Economics   4   Contemporary Western Life and Thought (L) course   Laboratory Science (D) course   201 Christian Theology   3   World Cultures (U) course   201 Christian Theology   201 Christian The		14		3		1
210 Financial Accounting 230 Principles of Management 230 Principles of Management 230 Principles of Management 230 Principles of Economics 230 Principles of Economics 240 Principles of Economics 250 Principles of Management 250	SECOND YEAR					
230 Principles of Management 201 Principles of Economics 201 Christian Theology 3 4 5 201 Credits Interim Credits Interim Credits Interim Credits Spring Cre	Fall					Credit
201 Principles of Economics 201 Christian Theology 3 5 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	BUS 210 Financial Accounting	4	Contemporary Western Life and Thought (L) course	3	BUS 220 Principles of Marketing	
201 Christian Theology  15  16  17  202 (Christian Theology  15  17  202 (Credits   Interim   Credits   Spring   Sprin	BUS 230 Principles of Management	4			MAT 207M Statistical Analysis	
The contract of the contract o	ECO 201 Principles of Economics	4			Laboratory Science (D) course	
RD YEAR  Credits Interim Credits Spring Credits 208 (or BUS 315, BUS 319, BUS 357) Business Communication, and Sales Management, Advertising and PromotionPrinciples gital Marketing 318G Global Marketing 318G Global Marketing 326 Business Information Systems 330 Intermediate Microeconomics 330 Intermediate Microeconomics 340 Science, Technology, and Society (K) course	THE 201 Christian Theology	3			World Cultures (U) course	
CreditsInterimCreditsSpringCredits208 (or BUS 315, BUS 319, BUS 357) Business Communication, and Sales Management, Advertising and PromotionPrinciples gital Marketing3BUS 309 Brand Management318G Global Marketing3BUS 344 Managerial Finance326 Business Information Systems3Business or Economics elective301 Intermediate Microeconomics3Science, Technology, and Society (K) course		15		3		1-
208 (or BUS 315, BUS 319, BUS 357) Business Communication, and Sales Management, Advertising and PromotionPrinciples gittal Marketing  3 BUS 309 Brand Management  3 BUS 3	THIRD YEAR					
s and Sales Management. Advertising and PromotionPrinciples gital Marketing  318G Global Marketing 326 Business Information Systems 301 Intermediate Microeconomics 301 Science, Technology, and Society (K) course 302 Science, Technology, and Society (K) course	Fall	Credits	Interim	Credits	Spring	Credits
gital Marketing  318G Global Marketing 326 Business Information Systems 301 Intermediate Microeconomics 318G Global Marketing 328 Business or Economics elective 3390 Intermediate Microeconomics 329 Science, Technology, and Society (K) course	BUS 208 (or BUS 315, BUS 319, BUS 357) Business Communication,	3	Elective	3	BUS 309 Brand Management	;
3 BUS 344 Managerial Finance 3 Business or Economics elective 3 Business or Economics elective 3 Science, Technology, and Society (K) course	Sales and Sales Management, Advertising and PromotionPrinciples					
326 Business Information Systems 3 Business or Economics elective 301 Intermediate Microeconomics 3 Science, Technology, and Society (K) course 3	of Digital Marketing					
301 Intermediate Microeconomics 3 Science, Technology, and Society (K) course	BUS 318G Global Marketing					
302 merinediate windoctonomics	BUS 326 Business Information Systems					
reting Biblical Themes (J) course 3 Cross-Cultural Experience (Z) course 0-	ECO 301 Intermediate Microeconomics	3				
	Interpreting Biblical Themes (J) course	3			Cross-Cultural Experience (Z) course	0-
15 3 13-11		15		3		13-1
RTH YEAR	FOURTH YEAR					
Credits Interim Credits Spring Credit	Fall	Credits	Interim	Credits	Spring	Credit
321 Marketing Research 3 Interim Off BUS 420 Marketing Seminar	BUS 321 Marketing Research	3	Interim Off		BUS 420 Marketing Seminar	
	BUS 324 Consumer Behavior	3				
	BUS 361 Business Law	3			Contemporary Christian Issues (P) course	
ic Experience (A) course 0-3 Electives	Artistic Experience (A) course	0-3			Electives	
ive 3	Elective	3				
*12-15 0 1		*12-15		0		1
Credits 123-129			1			

<sup>\*1.</sup>Students must complete through the second semester of a first year language course or equivalent.

This program assumes a student will use <u>BUS 100M</u> or <u>MAT 207M</u> to meet the General Education Mathematics (M) course 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) 2020-2021: Option 2 - Humanities

FIRST YEAR					
Fall	Credits	ts Interim Credits		s Spring Credit	
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	4
Second Language (S) course *1	4			Laboratory Science (D) course	4
				Elective	3
	14		4		15
SECOND YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
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
	15		3		14
THIRD YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
BUS 208 (or BUS 315, BUS 319, BUS 357) Business Communication,	3	Elective	3	BUS 318G Global Marketing	3
Sales and Sales Management, Advertising and PromotionPrinciples of					
<u>Digital Marketing</u>					
BUS 309 Brand Management	3			BUS 326 Business Information Systems	3
ECO 301 Intermediate Microeconomics	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
	15		3		13-16
FOURTH YEAR Fall	Credits	Credits Interim Cred		redits Spring	
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				
	13-16		0		15-16
Total Credits 124-131					

<sup>\*1.</sup> Students must complete through the second semester of a first year language course or equivalent.

This program assumes a student will use <u>BUS 100M</u> or <u>MAT 207M</u> to meet the General Education Mathematics (M) course 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.)