### B.B.A. MARKETING SEMESTER BY SEMESTER PLAN
#### SODERQUIST COLLEGE OF BUSINESS

#### FRESHMAN YEAR
**Fall Semester - 14 Credit Hours**
- **BBL 1013** Old Testament Survey
- **BUS 1003** Introduction to Business
- **COR 1002** Gateway Seminar
- **EGL 1013** English I
- **ATG 2173** Principles of Financial Accounting

**Spring Semester - 15 Credit Hours**
- **BBL 1023** New Testament Survey
- **BUS 1123** Business Communications
- **EGL 1023** English II
- **ATG 2183** Principles of Managerial Accounting
- **Elective** Elective #1

#### SOPHOMORE YEAR
**Fall Semester - 17 Credit Hours**
- **HST 2013** Integrated Humanities I
- **ECN 2113** Principles of Microeconomics
- **MKT 2143** Principles of Marketing
- **Elective** Whole Person Wellness Elective
- **Elective** Elective #2
- **Elective** Elective #3

**Spring Semester - 15 Credit Hours**
- **HST 2023** Integrated Humanities II
- **BUS 2193** Business Statistics
- **ECN 2123** Principles of Macroeconomics
- **MGT 2173** Principles of Management
- **Elective** Elective #4

#### JUNIOR YEAR
**Fall Semester - 15 Credit Hours**
- **BUS 3113** Spreadsheet Analytics
- **FIN 3003** Principles of Finance
- **MKT 4113** Marketing Research
- **BUS 4253** Business Law and Ethics
- **Elective** Marketing Elective #1

**Spring Semester - 15 Credit Hours**
- **BUS 3990** Internship
- **MKT 3883** Digital Marketing
- **MKT 4123** Integrated Marketing Communication
- **INT 4103** Global Environment of Business
- **BBL 2013** Essentials of Evangelical Theology
- **Elective** Elective #5

#### SENIOR YEAR
**Fall Semester - 15 Credit Hours**
- **MKT 4173** Marketing Strategies
- **Choice** ENT 4993 or BUS 4993
- **Elective** Natural Science Elective #1
- **Elective** Elective #6
- **Elective** Elective #7

**Spring Semester - 14 Credit Hours**
- **BBL 2022** Essentials of Christian Formation
- **Elective** Marketing Elective #2
- **Elective** Arts and Humanities Elective
- **Elective** Natural Science Elective #2
- **Elective** Elective #8

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**JBU Business**