

B.S. INTEGRATED MARKETING COM SEMESTER BY SEMESTER PLAN

SODERQUIST COLLEGE OF BUSINESS

FRESHMAN YEAR

Fall Semester - 14 Credit Hours

BBL 1013	Old Testament Survey
COR 1002	Gateway Seminar
EGL 1013	English I
ART 1133	Visual Arts Foundation
Choice	Elective #1

Spring Semester - 15 Credit Hours

BBL 1023	New Testament Survey
EGL 1023	English II
MKT 2143	Principles of Marketing
ART 1123	Computer Graphics
BUS 2193	Business Statistics

SOPHOMORE YEAR

Fall Semester - 14 Credit Hours

HST 2013	Integrated Humanities I
DAT 3113	Basic Data Analytics
EGL 2523	Public Speaking
Elective	Whole Person Wellness Elective
Elective	Social & Beh. Sciences Elective #1

Spring Semester - 15 Credit Hours

HST 2023	Integrated Humanities II
MKT 3883	Digital Marketing
EGL 2273	Introduction to Creative Writing
Elective	Social & Beh. Sciences Elective #2
Elective	Elective #2

JUNIOR YEAR

Fall Semester - 15 Credit Hours

MKT 2353	Public Relations Writing & Tech
MKT 3163	Consumer Behavior
MKT 4113	Marketing Research
ART 2253	Introduction to Graphic Design
DAT 4313	Data Visualization

Spring Semester - 15 Credit Hours

BBL 2013	Essentials of Evangelical Theology
MKT 4123	Integrated Marketing Communication
ART 2263	Intermediate Graphic Design
MKT 4213	Consumer Insights & Analytics
Elective	Natural Science Elective #1

SENIOR YEAR

Fall Semester - 15 Credit Hours

MKT 4453	Public Relations Planning
MKT 4173	Marketing Strategies
ART 3313	Introduction to UI/UX Design
Elective	Natural Science Elective #2
Elective	Elective #3

Spring Semester - 14 Credit Hours

BBL 2022	Essentials of Christian Formation
MKT 4223	Marketing Analytics
Elective	Arts & Humanities Elective
Elective	Elective #4
Elective	Elective #5