

B.S. INTEGRATED MARKETING COM SEMESTER BY SEMESTER PLAN

SODERQUIST COLLEGE OF BUSINESS

ACADEMIC YEAR 2023-2024

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

JBUBusiness