

B.B.A. MARKETING REQUIRED COURSES

SODERQUIST COLLEGE OF BUSINESS

	Course #	Course Name	Offering	Pre-Requisite(s)
University Core 36 Hours	COR 1002	Gateway Seminar in Christian Scholarship	Every Semester	Must take first semester at JBU
	BBL 1013	Old Testament Survey	Every Semester	
	BBL 1023	New Testament Survey	Every Semester	
	EGL 1013	English I: Composition	Every Semester	
	EGL 1023	English II: Literary Analysis & Research	Every Semester	EGL 1013
	BBL 2013	Essentials of Evangelical Theology	Every Semester	BBL 1013, BBL 1023
	BBL 2022	Essentials of Christian Formation	Every Semester	BBL 1013, BBL 1023
	HST 2013	Integrated Humanities I	Every Semester	EGL 1013
	HST 2023	Integrated Humanities II	Every Semester	EGL 1013
	<i>various courses available</i>	Natural Science - 6 hours + a lab	Every Semester	Course Dependent
		Whole Person Wellness - 2 hours	Every Semester	Course Dependent
		Arts & Humanities - 3 hours	Every Semester	Course Dependent
* Of the 48 hours of total university core requirements, 12 hours are fulfilled by business core courses. The Mathematics, Social & Behavioral Sciences, and Intercultural Engagement requirements are covered by the courses with asterisks below.				
Business Core 42 Hours	ATG 2173	Principles of Financial Accounting	Fall	
	ATG 2183	Principles of Managerial Accounting	Spring	ATG 2173
	BUS 1003	Introduction to Business	Every	
	BUS 1123	Business Communications	Every	EGL 1013
	BUS 2193	Business Statistics *	Spring	Stated ACT/SAT/CLT score or MTH 1113
	BUS 3113	Spreadsheet Analytics	Every	
	BUS 3990	Internship	Every	Junior Standing
	BUS 4253	Business Law and Ethics	Every	
	ECN 2113	Principles of Microeconomics *	Fall	
	ECN 2123	Principles of Macroeconomics *	Spring	ECN 2113
	FIN 3003	Principles of Finance	Every	ATG 2173
	INT 4103	Global Environment of Business *	Every	
	MGT 2173	Principles of Management	Every	
	MKT 2143	Principles of Marketing	Every	
		<i>Plus one of the following:</i>		
ENT 4993	Innovation Launch Lab	Fall Semester	Senior standing	
BUS 4993	Strategic Management	Fall Semester	Senior standing	
Major Specific 18 Hours	MKT 3883	Digital Marketing	Spring	MKT 2143
	MKT 4113	Marketing Research	Fall	BUS 2193, MKT 2143
	MKT 4123	Integrated Marketing Comm.	Spring	COM 2353, ENT 2013 or MKT 2143
	MKT 4173	Marketing Strategies	Fall	MKT 2143, MKT 4113
		<i>Plus two of the following:</i>		
	LDR 2993, MKT 3113, MKT 3163, MKT 4133, MKT 4213			
	<i>Check Academic Catalog for Course Information.</i>			
Misc. 24 Hours	A total of 120 credit hours is required for degree completion. You may choose 24 hours of electives or a minor field of study.			

