

B.B.A. MARKETING SEMESTER BY SEMESTER PLAN

SODERQUIST COLLEGE OF BUSINESS

ACADEMIC YEAR 2026-2027

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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