

# B.S. INTEGRATED MARKETING COM SEMESTER BY SEMESTER PLAN

SODERQUIST COLLEGE OF BUSINESS

ACADEMIC YEAR 2026-2027

## FRESHMAN YEAR

Fall Semester - 14 Credit Hours

BBL 1013	Old Testament Survey
COR 1002	Gateway Seminar
EGL 1013	English I
ART 1133	2 Dimensional Design
MGT 2173	Principles of Management

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
Elective	Whole Person Wellness Elective
Elective	Social & Beh. Sciences Elective #1
BUS 3113	Spreadsheet Analytics

Spring Semester - 15 Credit Hours

HST 2023	Integrated Humanities II
MKT 3883	Digital Marketing
EGL 2273	Introduction to Creative Writing
EGL 2523	Public Speaking
Elective	Social & Beh. Sciences Elective #2

---

## JUNIOR YEAR

Fall Semester - 15 Credit Hours

Choice	JUR 2163 or MKT 2353
Choice	MKT 3163, MKT 4173, MKT 4213, Elective
Choice	DAT 4253, MKT 4113, or MKT 4223
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
Choice	MKT 3163, MKT 4173, MKT 4213, Elective
Elective	Natural Science Elective #1

---

## SENIOR YEAR

Fall Semester - 15 Credit Hours

ART 3313	Introduction to UI/UX Design
Choice	ATG 2173 or ATG 3513
Elective	Natural Science Elective #2
Elective	Intercultural Engagement Elective
Elective	Elective #1

Spring Semester - 14 Credit Hours

BBL 2022	Essentials of Christian Formation
Choice	DAT 4253, MKT 4113, or MKT 4223
Choice	BUS 4253 or JUR 4293
Elective	Arts & Humanities Elective
Elective	Elective #2

**JBU**Business