

# B.B.A., MARKETING REQUIRED COURSES

## SODERQUIST COLLEGE OF BUSINESS

### University Core

36 Hours

Course #	Course Name	Offering	Pre-Requisite(s)
COR 1002	Gateway Seminar in Christian Scholarship	Every Semester	Must take first semester at JBU
BBL 1013	Old Testament Survey	Every Semester	None
BBL 1023	New Testament Survey	Every Semester	None
EGL 1013	English I: Composition	Every Semester	None
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 Semester	None
ATG 2183	Principles of Managerial Accounting	Spring Semester	ATG 2173
BUS 1003	Business Foundations	Every Semester	None
BUS 1123	Business Communications	Every Semester	EGL 1013
BUS 2193	* Business Statistics	Spring Semester	Stated ACT/SAT score <i>or</i> MTH 1113
BUS 3113	Spreadsheet Analytics	Every Semester	ATG 2173, BUS 2193
BUS 3990	Internship	Every Semester	Junior standing
BUS 4253	Business Law and Ethics	Every Semester	Junior standing
ECN 2113	* Principles of Microeconomics	Fall Semester	None
ECN 2123	* Principles of Macroeconomics	Spring Semester	ECN 2113
FIN 3003	Principles of Finance	Every Semester	ATG 2173
INT 4103	* Global Environment of Business	Every Semester	None
MGT 2173	Principles of Management	Every Semester	None
MKT 2143	Principles of Marketing	Every Semester	None
	<i>- one of the following -</i>		
ENT 4993	Innovation Launch Lab	Fall Semester	Senior standing
BUS 4993	Strategic Management	Fall Semester	Senior standing

### Major Specific Core

18 Hours

MKT 3883	Digital Marketing	Spring Semester	MKT 2143
MKT 4113	Marketing Research	Fall Semester	BUS 2193, MKT 2143
MKT 4123	Integrated Marketing Communications	Spring Semester	COM 2353, ENT 1003 <i>or</i> MKT 2143
MKT 4173	Marketing Strategies	Fall Semester	MKT 2143, MKT 4113
	<i>- two of the following -</i>		
	*LDR 2993, MKT 3133, MKT 3163, MKT 4133, MKT 4213		*Check Catalog for course(s) information

### 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.



# B.B.A., MARKETING SUGGESTED COURSE SEQUENCE

## SODERQUIST COLLEGE OF BUSINESS

### FRESHMAN YEAR

Fall Semester - 14 Credit Hours

BBL 1013 Old Testament Survey  
BUS 1003 Business Foundations  
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 #1

### SOPHOMORE YEAR

Fall Semester - 17 Credit Hours

HST 2013 Integrated Humanities I  
ECN 2113 Principles of Microeconomics  
MKT 2143 Principles of Marketing  
Whole Person Wellness Elective  
Elective #2  
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 #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  
\*Marketing Elective #1

Spring Semester - 15 Credit Hours

BUS 3990 Internship  
MKT 3883 Digital Marketing  
MKT 4123 Integrated Marketing Communications  
INT 4103 Global Environment of Business  
BBL 2013 Essentials of Evangelical Theology  
Elective #5

### SENIOR YEAR

Fall Semester - 15 Credit Hours

MKT 4173 Marketing Strategies  
ENT 4993 or BUS 4993  
Natural Science Elective #1  
Elective #6  
Elective #7

Spring Semester - 14 Credit Hours

BBL 2022 Essentials of Christian Formation  
\*Marketing Elective #2  
Arts and Humanities Elective  
Natural Science Elective #2  
Elective #8

\* Refer to the back of this document and/or the University Catalog for course offerings.