

Business Administration - Marketing Course Plan

Catalog Year 2022-2023

Legend

* Major Requirement

Must be taken to fulfill major requirements.

† Major Elective

Must be taken to fulfill major requirements, or replaced with an equivalent course.

‡ Gen-Ed Requirement

Must be taken to fulfill general education requirements.

§ Elective

Can be chosen from a selection of courses.

See MyGFU for detailed academic requirements.

First Year

Fall Semester

Introduction to Business (BUSN 110) *	3 credits
The Bible (THEO 101) ‡	3 credits
Caring for Words (WRIT 111) ‡	3 credits
Communication in Society (COMM 111) ‡	3 credits
College Algebra (MATH 180 or higher) †	3 credits
Semester Total	15 credits
Cumulative Total	15 credits

Spring Semester

Statistics for Business & Economics (BUSN 240) *	3 credits
Principles of Marketing (MKTG 260) *	3 credits
Personal Finance (BUSN 120) *	3 credits
Christianity (THEO 102) ‡	3 credits
Why Math Matters (MATH 170) ‡	3 credits
Semester Total	15 credits
Cumulative Total	30 credits

Second Year

Fall Semester

Principles of Economics (ECON 200) *	3 credits
Principles of Financial Accounting (ACCT 271) *	3 credits
Principles of Management (MGMT 260) *	3 credits
Personhood (PSYC 100) ‡	3 credits
Faith & Story (LITR 111) ‡	3 credits
Internships: Finding, Landing & Succeeding (CPAS 216 - optional/recommended) §	1 credits
Semester Total	16 credits
Cumulative Total	46 credits

Spring Semester

Principles of Managerial Accounting (ACCT 272) *	3 credits
Business Communication (BUSN 250) *	3 credits
Business Finance (FINC 260) *	3 credits
Consumer Behavior (MKTG 300) *	3 credits
The Modern & Postmodern World (HIST 111) ‡	3 credits
Semester Total	15 credits
Cumulative Total	61 credits

Third Year

Fall Semester

Global Business (BUSN 300) *	3 credits
Marketing Research (MKTG 350) *	3 credits
Radical Economics or Leadership & Character (ECON 150 or MGMT 200) *	3 credits
Science & Faith (GSCI 170) ‡	4 credits
Elective §	3 credits
Semester Total	16 credits
Cumulative Total	77 credits

Spring Semester

Business Law (BUSN 360) *	3 credits
Marketing Communications (MKTG 420) *	3 credits
Justice (SSCI 100) ‡	3 credits
Art & Global Culture (ARTP/V 120) ‡	3 credits
Elective or Juniors Abroad §	3 credits
Semester Total	15 credits
Cumulative Total	92 credits

Fourth Year

Fall Semester

Radical Marketing (MKTG 430) *	3 credits
Ethics (THEO 380) ‡	3 credits
Navigating College to Career (CPAS 318 - optional/recommended) §	1 credits
Electives §	9 credits
Semester Total	16 credits
Cumulative Total	108 credits

Spring Semester

Strategic Management (BUSN 486) *	3 credits
Strategic Marketing (MKTG 490) *	3 credits
Electives §	6 credits
Semester Total	12 credits
Cumulative Total	120 credits