

# BUSINESS ADMINISTRATION – MARKETING

Bachelor of Science

Curriculum Guide

## ▪ FIRST YEAR

### First Semester

CORE	108	Connections	1
BUAD*	138	Dynamics of Business	3
CPTR ++	220	Microcomputer Applications	3
ENGL	111	College Writing I	3
MATH+	111	College Algebra	3
RELT	141	Christian Beliefs	3
HHPA		Activity Elective	<u>1</u>
Total			17

### Second Semester

COMM	105	Public Speaking	2
BIOL*	102	Environment and Life Science	3
ENGL	112	College Writing II'	3
HIST*	157	West & the World	3
MATH	221	Elementary Statistics & Probability	3
RELB*	225	Jesus and the Gospels	<u>3</u>
Total			17

## ▪ SECOND YEAR

### First Semester

ACCT	211	Principles of Accounting I	3
COPR	241	Public Relations Principles	3
ECON	235	Principles of Microeconomics	3
PSYC	105	Introduction to Psychology	3
MRKT	327	Marketing	<u>3</u>
Total			15

### Second Semester

ACCT	212	Principles of Accounting II	3
ECON	236	Principles of Macroeconomics	3
HHPA	155	Concepts of Wellness	2
MATH	165	Calculus for Managers	3
RELT	305	Christian Ethics	3
		Electives	<u>3</u>
Total			17

## ▪ THIRD YEAR

### First Semester

CHEM*	101	Introduction to Inorganic Chemistry	4
LITR		Literature Elective	3
FNCE	325	Business Finance	3
HHPA		Activity Elective	1
		Electives	<u>5</u>
Total			16

### Second Semester

BUAD	376	Human Resources Management	3
COPR**	445	Public Relations Campaigns	3
MRKT^	333	Professional Selling	3
PHIL*	335	Introduction to Philosophy	3
REL		Religion Elective	3
		Electives	<u>1</u>
Total			16

## ▪ FOURTH YEAR

### First Semester

BUAD	425	Business Communications	3
BUAD	445	Business Law	4
MRKT^	456	Marketing Research	3
ART*		Applied Art	2
		Electives	<u>3</u>
Total			15

### Second Semester

BUAD	405	Business Ethics	1
BUAD	428	Business Policies	3
COMM**	365	Institutional Development	3
MRKT^	443	Consumer Behavior	3
MRKT	475	Internship	1
		Electives	<u>5</u>
Total			16

128 hours are required for graduation. 40 hours must be upper division (300 level or above).

\* Other courses may also meet this requirement. See the Union College Bulletin 2012.

^ Alternate year course.

+ If MATH 111 is required, it is recommended that this class be taken in the fall semester of the first year.

++ A prerequisite may be required for CPTR 220 if student has no previous computer experience.

This sample guide is intended only to show you how a program might be arranged. Course schedules may change and it is possible that your courses will not be taken exactly in the order shown. Your academic advisor will help you design a program around your educational needs and goals.