

Marketing Major (56-59 credit hours)

2018-2019

Pre-Requisite: One course from:

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

Business Core Requirements:

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Principles of Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Introduction to Business Informatics, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

4 credit hours from:

- BSNS 2450, Business Statistic Analysis, 4 credit hours
- MATH 2120, Introductory Statistics with Applications, 4 credit hours
- PSYC 2440, Applied Statistics and Introduction to Research, 4 credit hours

Required:

- BSNS 3220, Consumer Behavior, 3 credit hours
- BSNS 4110, Marketing Research, 3 credit hours
- BSNS 4330, Marketing Management, 3 credit hours
- BSNS 4440, Senior Marketing Seminar, 1 credit hour

Majors must complete one of the following areas of concentration (9 hours).

Event Planning:

- BSNS 3340, Managing Effective Events, 3 credit hours
- BSNS 3860, Event Management Practicum, 1-2 credit hours (arranged)
- BSNS 4340, Event Strategies and Tactics, 3 credit hours
- COMM 3250, Event Planning and Management, 2 credit hours

Event Planning concentration proposed course sequence:

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100
Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, COMM 3250, ECON 2020, Statistics
Junior: BSNS 3220, 3340, 3420; BSNS 2510, 4110, 4340
Senior: BSNS 3800, 4500, 4910; BSNS 4330

- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

Questions? Please contact the [Falls School of Business](#).

Global Marketing:

Majors may choose the option below or utilize the IBI program — please see course catalog for details.

- BSNS 3120, Global Business, 3 credit hours
- BSNS 4250, Global Marketing, 3 credit hours

3 credit hours from:

- BSNS 4120, International Management, 3 credit hours
- INCS 3850, Practicum in Service Experience, 1-4 credit hours (arranged)
- OR
- IBI Program

Global Marketing concentration proposed course sequence:

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100
Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, ECON 2020, Statistics
Junior: BSNS 3120, 3220, 3420; BSNS 2510, 4110, 4120, 4250
Senior: BSNS 4500, 4910; BSNS 4330, 4440

- BSNS 3120, Global Business, is a Global/Intercultural course in the Liberal Arts Program.
- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

Integrated Branding and Promotions:

- BSNS 3550, Integrated Branding and Promotions I, 3 credit hours
- BSNS 4550, Integrated Branding and Promotions II, 3 credit hours

3 credit hours from:

- BSNS 3210, Buyer/Seller Relations, 3 credit hours
- BSNS 3400, eBusiness/eCommerce, 3 credit hours
- BSNS 4240, Topics in Business and Economics, 3 credit hours
- BSNS 4400, Social Media, 3 credit hours
- BSNS 4800, Business Internship, 1-4 credit hours (arranged)
- COMM 2240, Public Relations Foundations, 3 credit hours
- COMM 3240, Public Relations Campaigns, 3 credit hours

Integrated Branding & Promotion concentration proposed course sequence:

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100
Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, ECON 2020, Statistics
Junior: BSNS 3220, 3420, 3550; BSNS 2510, 4110, 4550
Senior: BSNS 3210, 4500, 4910; 4330, 4440

- BSNS 3210, Buyer/Seller Relations, is a Speaking Intensive course in the Liberal Arts Program.
- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

Marketing Strategy and Tactics:

- BSNS 3210, Buyer/Seller Relations, 3 credit hours
- BSNS 3510, Supply Chain Management, 3 credit hours
- BSNS 3550, Integrated Branding and Promotions I, 3 credit hours

Questions? Please contact the [Falls School of Business](#).

Marketing Strategy & Tactics concentration proposed course sequence:

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100
Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, ECON 2020, Statistics
Junior: BSNS 3210, 3220, 3420, 3510; BSNS 2510, 4110
Senior: BSNS 3550, 4500, 4910; BSNS 4330, 4440

- BSNS 3210, Buyer/Seller Relations, is a Speaking Intensive course in the Liberal Arts Program.
- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

Music Business:

- BSNS 3330, Music Marketing, 3 credit hours
- BSNS 3360, Beyond Talent: Entrepreneurship, 2 credit hours

3 credit hours from:

- BSNS 3270, Project Management, 3 credit hours
- BSNS 3550, Integrated Branding and Promotion I, 3 credit hours
- BSNS 4400, Social Media, 3 credit hours
- BSNS 4550, Integrated Branding and Promotion II, 3 credit hours

Music Business concentration proposed course sequence:

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100
Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, ECON 2020, Statistics
Junior: BSNS 3220, 3330, 3420, BSNS 3270/3550/4400/4550; BSNS 2510, 4110
Senior: BSNS 3360, 4500, 4910; BSNS 4330, 4440

- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.
- MUBS 3350/BSNS 3330, Music Marketing, is a Writing Intensive course in the Liberal Arts Program.

Social Media:

- BSNS 3400, eBusiness/eCommerce, 3 credit hours
- BSNS 4400, Social Media, 3 credit hours

3 credit hours from:

- BSNS 3510, Supply Chain Management, 3 credit hours
- BSNS 3550, Integrated Branding and Promotions I, 3 credit hours
- BSNS 4240, Topics in Business and Economics, 3 credit hours
- BSNS 4310, Business Plan Development, 3 credit hours
- BSNS 4800, Business Internship, 1-4 credit hours (arranged)

Social Media concentration proposed course sequence:

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010; CPSC 1100
Sophomore: ACCT 2010, BSNS 2710, 2810, ECON 2010; ACCT 2020, ECON 2020, Statistics
Junior: BSNS 3220, 3400, 3420; BSNS 2510; 4110, 4400
Senior: BSNS 4500, 4910, BSNS elective; BSNS 4330, 4440

- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

Questions? Please contact the [Falls School of Business](#).

Marketing: Event Planning Major Suggested Course Sequence

2018-2019

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	CPSC 1100	3 Hours
MATH 1300	3 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	LART 1100	2 Hours
LART 1050	1 Hour	COMM 1000	3 Hours
Foreign Language	4 Hours	Personal Wellness	2-Hours

SEMESTER 3		SEMESTER 4	
ACCT 2010	3 Hours	ACCT 2020	3 Hours
ECON 2010	3 Hours	ECON 2020	3 Hours
BSNS 2710	3 Hours	BSNS 2450 or PSYC 2440 or MATH 2120	4 Hours
BSNS 2810	3 Hours	COMM 3250	3 Hours
BIBL 2000	3 Hours		

SEMESTER 5		SEMESTER 6	
BSNS 3420	3 Hours	BSNS 4110	3 Hours
BSNS 3220	3 Hours	BSNS 2510	3 Hours
BSNS 3340	3 Hours	BSNS 4340	3 Hours
Aesthetic Ways of Knowing	3 Hours	Civic Ways of Knowing	3 Hours

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	1 Hour	BSNS 4440	1 Hour
BSNS 3860	1-2 Hours	Global/Intercultural	3 Hours
Scientific Ways of Knowing	4 Hours	Elective	3 Hours
Christian Ways of Knowing	3 Hours	Speaking Intensive	3 Hours

Courses in business administration are designed to provide general understanding of the operation of organizations, preparation for careers in administration in business and various other kinds of societal organizations, and preparation for graduate study.

Marketing: Global Marketing Major Suggested Course Sequence

2018-2019

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	CPSC 1100	3 Hours
MATH 1300	3 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	LART 1100	2 Hours
LART 1050	1 Hour	COMM 1000	3 Hours
Foreign Language	4 Hours	Personal Wellness	2-Hours

SEMESTER 3		SEMESTER 4	
ACCT 2010	3 Hours	ACCT 2020	3 Hours
ECON 2010	3 Hours	ECON 2020	3 Hours
BSNS 2710	3 Hours	BSNS 2450 or PSYC 2440 or MATH 2120	4 Hours
BSNS 2810	3 Hours	BIBL 2000	3 Hours

SEMESTER 5		SEMESTER 6	
BSNS 3420	3 Hours	BSNS 4110	3 Hours
BSNS 3220	3 Hours	BSNS 2510	3 Hours
BSNS 3120	3 Hours	BSNS 4250	3 Hours
Civic Ways of Knowing	3 Hours	BSNS 4120	3 Hours

*Summer: INED 3500 or IBI Program

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	1 Hour	BSNS 4440	1 Hour
Scientific Ways of Knowing	4 Hours	Aesthetic Ways of Knowing	3 Hours
Christian Ways of Knowing	3 Hours	Speaking Intensive	3 Hours
Elective	3 Hours	Elective	3 Hours

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Marketing: Integrated Branding & Promotion Suggested Course Sequence 2018-2019

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	CPSC 1100	3 Hours
MATH 1300	3 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	LART 1100	2 Hours
LART 1050	1 Hour	COMM 1000	3 Hours
Foreign Language	4 Hours	Personal Wellness	2-Hours

SEMESTER 3		SEMESTER 4	
ACCT 2010	3 Hours	ACCT 2020	3 Hours
ECON 2010	3 Hours	ECON 2020	3 Hours
BSNS 2710	3 Hours	BSNS 2450 or PSYC 2440 or MATH 2120	4 Hours
BSNS 2810	3 Hours	BIBL 2000	3 Hours

SEMESTER 5		SEMESTER 6	
BSNS 3420	3 Hours	BSNS 4110	3 Hours
BSNS 3220	3 Hours	BSNS 2510	3 Hours
BSNS 3550	3 Hours	BSNS 4550	3 Hours
Global/Intercultural	3 Hours	Civic Ways of Knowing	3 Hours

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	1 Hour	BSNS 4440	1 Hour
BSNS 3210	3 Hours	Aesthetic Ways of Knowing	3 Hours
Scientific Ways of Knowing	4 Hours	Elective	3 Hours
Christian Ways of Knowing	3 Hours	Elective	3 Hours

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Marketing: Marketing Strategy & Tactics Suggested Course Sequence

2018-2019

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	CPSC 1100	3 Hours
MATH 1300	3 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	4-3 Hours	LART 1100	2 Hours
LART 1050	1 Hour	Personal Wellness	2-Hours
Foreign Language	4 Hours	COMM 1000	3 Hours

SEMESTER 3		SEMESTER 4	
ACCT 2010	3 Hours	ACCT 2020	3 Hours
ECON 2010	3 Hours	ECON 2020	3 Hours
BSNS 2710	3 Hours	BSNS 2450 or MATH 2120 or PSYC 2440	4 Hours
BSNS 2810	3 Hours	BIBL 2000	3 Hours

SEMESTER 5		SEMESTER 6	
BSNS 3420	3 Hours	BSNS 4110	3 Hours
BSNS 3220	3 Hours	BSNS 2510	3 Hours
BSNS 3510	3 Hours	Civic Ways of Knowing	3 Hours
BSNS 3210	3 Hours	Elective	3 Hours
Global/Intercultural	3 Hours		

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	1 Hour	BSNS 4440	1 Hour
BSNS 3550	3 Hours	Aesthetic Ways of Knowing	3 Hours
Scientific Ways of Knowing	4 Hours	Elective	3 Hours
Christian Ways of Knowing	3 Hours	Elective	3 Hours

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Marketing: Music Business Suggested Course Sequence

2018-2019

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	CPSC 1100	3 Hours
MATH 1300	3 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	4-3 Hours	LART 1100	2 Hours
LART 1050	1 Hour	BIBL 2000	3 Hours
Foreign Language	4 Hours	Personal Wellness	2-Hours

SEMESTER 3		SEMESTER 4	
ACCT 2010	3 Hours	ACCT 2020	3 Hours
ECON 2010	3 Hours	ECON 2020	3 Hours
BSNS 2710	3 Hours	BSNS 2450 or PSYC 2440 or MATH 2120	4 Hours
BSNS 2810	3 Hours	COMM 1000	3 Hours

SEMESTER 5		SEMESTER 6	
BSNS 3270/3550/4400/4550	3 Hours	BSNS 4110	3 Hours
BSNS 3220	3 Hours	BSNS 2510	3 Hours
BSNS 3330	3 Hours	Civic Ways of Knowing	3 Hours
BSNS 3270/3550/4400/4550	3 Hours	Global/Intercultural	3 Hours

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	1 Hour	BSNS 4440	1 Hour
BSNS 3360	2 Hours	Aesthetic Ways of Knowing	3 Hours
Scientific Ways of Knowing	4 Hours	Speaking Intensive	3 Hours
Christian Ways of Knowing	3 Hours	Elective	3 Hours

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Marketing: Social Media Suggested Course Sequence

2018-2019

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	CPSC 1100	3 Hours
MATH 1300	3 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	LART 1100	2 Hours
LART 1050	1 Hour	BIBL 2000	3 Hours
Foreign Language	4 Hours	Personal Wellness	2-Hours

SEMESTER 3		SEMESTER 4	
ACCT 2010	3 Hours	ACCT 2020	3 Hours
ECON 2010	3 Hours	ECON 2020	3 Hours
BSNS 2710	3 Hours	BSNS 2450 or PSYC 2440 or MATH 2120	4 Hours
BSNS 2810	3 Hours	COMM 1000	3 Hours

SEMESTER 5		SEMESTER 6	
BSNS 3420	3 Hours	BSNS 4110	3 Hours
BSNS 3220	3 Hours	BSNS 2510	3 Hours
BSNS 3400	3 Hours	BSNS 4400	3 Hours
Global/Intercultural	3 Hours	Civic Ways of Knowing	3 Hours

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	1 Hour	BSNS 4440	1 Hour
BSNS Elective	3 Hours	Aesthetic Ways of Knowing	3 Hours
Scientific Ways of Knowing	4 Hours	Speaking Intensive	3 Hours
Christian Ways of Knowing	3 Hours	Elective	3 Hours

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