

Marketing Major (61 credit 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.

Business Core Requirements (43-hours):

- MATH 1300 Finite Mathematics, 3 credit hours or MATH 1400, Applied Calculus, 4 credit hours or MATH 2010, Calculus I, 4 credit hours
- 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 2310 Business Analytics, 3 credit hours
- BSNS 2450 Data Analytics and Decision Making for Business, 3 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 3270 Project Management, 3 credit hours
- BSNS 3420 Business Law, 3 credit hours
- BSNS 4500 Strategic Management, 3 credit hours
- BSNS 4910 Senior Seminar in Business, 2 credit hours
- ECON 2010 Principles of Macroeconomics, 3 credit hours
- ECON 2020 Principles of Microeconomics, 3 credit hours

Required:

- BSNS 3220, Consumer Behavior, 3 credit hours
- BSNS 4110, Marketing Research, 3 credit hours
- BSNS 4330, Marketing Management, 3 credit hours

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

Global Marketing:

- 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

- BSNS 3120, Global Business, is a Global/Intercultural 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

- BSNS 3210, Buyer/Seller Relations, is a Speaking 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

- BSNS 3210, Buyer/Seller Relations, is a Speaking 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

- MUBS 3350/BSNS 3330, Music Marketing, is a Writing Intensive course in the Liberal Arts Program.

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

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)

NOTE: All students must complete 120 total credit hours to graduate from Anderson University.

Global Marketing concentration proposed course sequence:

- Freshman: BSNS 1050, MATH 1300/1400/2010; BSNS 2310
- Sophomore: ACCT 2010, BSNS 2710, BSNS 2810, ECON 2010, ACCT 2020, ECON 2020, BSNS 2450
- Junior: BSNS 3120, BSNS 3220, BSNS 3420; BSNS 2510, BSNS 4110, BSNS 4250, BSNS 3270
BSNS 4120 (if chosen as elective option)
- Summer: INED 3550 or IBI Program if chosen as elective option
- Senior: BSNS 4500, BSNS 4910; BSNS 4330

Marketing: Global Marketing Concentration Suggested Course Sequence

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	BSNS 2310	3 Hours
MATH 1300/1400/2010	3-4 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	COMM 1000	3 Hours
LART 1050	1 Hour	Additional Course	3 Hours
Foreign Language	4 Hours	Additional Course	3 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	3 Hours
BSNS 2810	3 Hours	BIBL 2000	3 Hours
Additional Course	3 Hours	Additional Course	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
BSNS 3270	3 Hours	BSNS 4120 or Additional Course	3 Hours
Civic Ways of Knowing	3 Hours	Additional Course	3 Hours

SUMMER	
INED 3550 (1-4 Hours) OR IBI Program (12 Hours)	

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	2 Hours	Aesthetic Ways of Knowing	3 Hours
Scientific Ways of Knowing	4 Hours	Speaking Intensive	3 Hours
Christian Ways of Knowing	3 Hours	Additional Course	3 Hours
Additional Course	3 Hours	Additional Course (If Necessary)	3 Hours

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

Integrated Branding & Promotion concentration proposed course sequence:

- Freshman: BSNS 1050, MATH 1300/1400/2010; BSNS 2310
- Sophomore: ACCT 2010, BSNS 2710, BSNS 2810, ECON 2010, ACCT 2020, ECON 2020,
- Junior: BSNS 3220, BSNS 3420, BSNS 3550; BSNS 2510, BSNS 4110, BSNS 4550, BSNS 3270
- Senior: BSNS 3210, BSNS 4500, BSNS 4910; BSNS 4330

Marketing: Integrated Branding & Promotion Concentration Suggested Course Sequence

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	BSNS 2310	3 Hours
MATH 1300/1400/2010	3-4 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	COMM 1000	3 Hours
LART 1050	1 Hour	Additional Course	3 Hours
Foreign Language	4 Hours	Additional Course	3 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	3 Hours
BSNS 2810	3 Hours	BIBL 2000	3 Hours
Additional Course	3 Hours	Additional Course	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
BSNS 3270	3 Hours	Civic Ways of Knowing	3 Hours
Global/Intercultural Ways of Knowing	3 Hours	Additional Course	3 Hours

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	2 Hours	Aesthetic Ways of Knowing	3 Hours
BSNS 3210	3 Hours	Additional Course	3 Hours
Scientific Ways of Knowing	4 Hours	Additional Course	3 Hours
Christian Ways of Knowing	3 Hours		
Additional Course	3 Hours		

Marketing Strategy & Tactics concentration proposed course sequence:

- Freshman: BSNS 1050, MATH 1300/1400/2010; BSNS 2310
- Sophomore: ACCT 2010, BSNS 2710, BSNS 2810, ECON 2010; ACCT 2020, ECON 2020, BSNS 2450, BSNS 3270
- Junior: BSNS 3210, BSNS 3220, BSNS 3420, BSNS 3510; BSNS 2510, BSNS 4110
- Senior: BSNS 3550, BSNS 4500, BSNS 4910; BSNS 4330

Marketing: Marketing Strategy & Tactics Concentration Suggested Course Sequence

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	BSNS 2310	3 Hours
MATH 1300/1400/2010	3-4 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	COMM 1000	3 Hours
LART 1050	1 Hour	Additional Course	3 Hours
Foreign Language	4 Hours	Additional Course	3 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	3 Hours
BSNS 2810	3 Hours	BIBL 2000	3 Hours
BSNS 3270	3 Hours	Additional Course	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	Additional Course	3 Hours
Global/Intercultural Ways of Knowing	3 Hours	Additional Course	3 Hours

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	2 Hours	Aesthetic Ways of Knowing	3 Hours
BSNS 3550	3 Hours	Additional Course	3 Hours
Scientific Ways of Knowing	4 Hours	Additional Course	3 Hours
Christian Ways of Knowing	3 Hours	Additional Course	3 Hours

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

Music Business concentration proposed course sequence:

- Freshman: BSNS 1050, MATH 1300/1400/2010; BSNS 2310
- Sophomore: ACCT 2010, BSNS 2710, BSNS 2810, ECON 2010;
ACCT 2020, ECON 2020, BSNS 2450
- Junior: BSNS 3220, BSNS 3330, BSNS 3420, BSNS 3270/3550/4400/4550; BSNS 2510, BSNS 4110
- Senior: BSNS 3360, BSNS 4500, BSNS 4910; BSNS 4330

Marketing: Music Business Concentration Suggested Course Sequence

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	BSNS 2310	3 Hours
MATH 1300/1400/2010	3-4 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	BIBL 2000	3 Hours
LART 1050	1 Hour	Additional Course	3 Hours
Foreign Language	4 Hours	Additional Course	3 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	3 Hours
BSNS 2810	3 Hours	COMM 1000	3 Hours
Additional Course	3 Hours	Additional Course	3 Hours

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

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	2 Hours	Aesthetic Ways of Knowing	3 Hours
BSNS 3360	2 Hours	Speaking Intensive	3 Hours
Scientific Ways of Knowing	4 Hours	Additional Course	3 Hours
Christian Ways of Knowing	3 Hours		
Additional Course	3 Hours		

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

Social Media concentration proposed course sequence:

- Freshman: BSNS 1050, MATH 1300/1400/2010; BSNS 2310
- Sophomore: ACCT 2010, BSNS 2710, BSNS 2810, ECON 2010;
ACCT 2020, ECON 2020, BSNS 2450
- Junior: BSNS 3220, BSNS 3400, BSNS 3420, BSNS 2510, BSNS 4110, BSNS 4400, BSNS 3270
- Senior: BSNS 4500, BSNS 4910, BSNS elective; BSNS 4330, 4440

Marketing: Social Media Concentration Suggested Course Sequence

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	BSNS 2310	3 Hours
MATH 1300/1400/2010	3-4 Hours	ENGL 1120	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	BIBL 2000	3 Hours
LART 1050	1 Hour	Additional Course	3 Hours
Foreign Language	4 Hours	Additional Course	3 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	3 Hours
BSNS 2810	3 Hours	COMM 1000	3 Hours
Additional Course	3 Hours	Additional Course	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
BSNS 3270	3 Hours	Civic Ways of Knowing	3 Hours
Global/Intercultural Ways of Knowing	3 Hours	Additional Course	3 Hours

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	2 Hours	Aesthetic Ways of Knowing	3 Hours
BSNS Elective	3 Hours	Speaking Intensive	3 Hours
Scientific Ways of Knowing	4 Hours	Additional Course	3 Hours
Christian Ways of Knowing	3 Hours	Additional Course	3 Hours

Proposed 3 Year Course Sequence:

Freshman: BSNS 1050, MATH 1300, BSNS 2310,
BSNS 2710, BSNS 2810, BSNS 2510, BSNS 2450

Sophomore: ACCT 2010, ECON 2010, BSNS 3220, Marketing Concentration Option,
ACCT 2020, ECON 2020, BSNS 3420, Marketing Concentration Option

Summer 2: BSNS 4800

Junior: BSNS 3210, BSNS 4110; BSNS 4500, BSNS 4330, BSNS 4910, BSNS 3270
Marketing Concentration Option

Marketing 3 Year Suggested Course Sequence

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	BSNS 2710	3 Hours
MATH 1300/1400/2010	3-4 Hours	BSNS 2810	3 Hours
BSNS 2310	3 Hours	BSNS 2450	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	BSNS 2510	3 Hours
LART 1050	1 Hour	ENGL 1120	3 Hours
Additional Course	3 Hours	Personal Wellness	2 Hours
Additional Course	3 Hours		

SUMMER 1	
BIBL 2000	3 Hours
COMM 1000	3 Hours
Additional Course	3 Hours

SEMESTER 3		SEMESTER 4	
ACCT 2010	3 Hours	ACCT 2020	3 Hours
ECON 2010	3 Hours	ECON 2020	3 Hours
BSNS 3220	3 Hours	BSNS 3420	3 Hours
Marketing Concentration Option	3 Hours	Marketing Concentration Option	3 Hours
Global/Intercultural Ways of Knowing	4 Hours	Scientific Ways of Knowing	4 Hours

SUMMER 2	
BSNS 4800	2-3 Hours
Additional Courses	6 Hours

SEMESTER 5		SEMESTER 6	
BSNS 3210	3 Hours	BSNS 4500	3 Hours
BSNS 4110	3 Hours	BSNS 4330	3 Hours
Global/Intercultural Ways of Knowing	3 Hours	Marketing Concentration Option	3 Hours
Christian Ways of Knowing	3 Hours	BSNS 4910	2 Hours
Aesthetic Ways of Knowing	3 Hours	BSNS 3270	3 Hours
Writing Intensive	3 Hours	Civic Ways of Knowing	3 Hours

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