

Marketing Major (61 credit hours)

Courses in Marketing provide essential skills for careers in advertising, brand management, market research, and digital marketing. Students learn to develop strategic marketing plans, conduct market analysis, and leverage digital platforms to engage consumers. This program also prepares students for advanced studies in marketing and related fields.

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

Major Requirements (21 - 22 hours)

- BSNS 3210, Buyer/Seller Relations, 3 credit hours
- BSNS 3220, Consumer Behavior, 3 credit hours
- BSNS 3400, Digital Marketing, 3 credit hours
- BSNS 3550, Integrated Branding and Promotion I, 3 credit hours
- BSNS 4330, Marketing Management, 3 credit hours

Select 1 course from the following:

- BSNS 3550, Integrated Branding and Promotion I, 3 credit hours
- BSNS 4400, Social Media, 3 credit hours
- COMM 2200, Visual Communication, 3 credit hours
- COMM 2240, Public Relations Foundations, 3 credit hours

Marketing: 4 Year Suggested Course Sequence

SEMESTER 1	HOURS	SEMESTER 2	HOURS
BSNS 1050	2	BSNS 2310	3
MATH 1300/2010	3-4	BSNS 2710	3
ENGL 1100/ENGL 1110	3-4	ENGL 1120	3
LART 1050	1	COMM 1000	3
Foreign Language	4	Civic Ways of Knowing	3
Personal Wellness	2		

SEMESTER 3	HOURS	SEMESTER 4	HOURS
ACCT 2010	3	ACCT 2020	3
Social and Behavioral Ways of Knowing, ECON 2010	3	ECON 2020	3
BSNS 2450	3	BSNS 2510	3
BSNS 2810	3	Elective	3
Elective	3	Elective	3

SEMESTER 5	HOURS	SEMESTER 6	HOURS
BIBL 2000	3	Christian Ways of Knowing	3
BSNS 3270	3	BSNS 3400	3
BSNS 3220	3	Marketing Directed Elective ¹	3
Civic Discourse & Critical Reasoning, BSNS 3420	3	Elective	3
Global/Intercultural Ways of Knowing, BSNS 3120	3	Elective	3

SEMESTER 7	HOURS	SEMESTER 8	HOURS
BSNS 4910	2	Aesthetic Ways of Knowing	3
Scientific Ways of Knowing	4	BSNS 4330	3
BSNS 3550	3	BSNS 4500	3
Speaking Intensive, BSNS 3210	3	Elective	3
Elective	3	Elective	3

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

¹ BSNS 4400, 3550, COMM 2200, or 2240

Marketing: 3 Year Suggested Course Sequence

SEMESTER 1		HOURS	SEMESTER 2		HOURS
BSNS 1050		2	BSNS 2310		3
MATH 1300/2010		3-4	BSNS 2810		3
ENGL 1100/ENGL 1110		3-4	ENGL 1120		3
LART 1050		1	COMM 1000		3
Foreign Language		4	Civic Ways of Knowing		3
Personal Wellness		2	Elective		3

SUMMER 1		HOURS
BIBL 2000		3
Aesthetic Ways of Knowing		3
Elective		3

SEMESTER 3		HOURS	SEMESTER 4		HOURS
ACCT 2010		3	ACCT 2020		3
Social and Behavioral Ways of Knowing, ECON 2010		3	ECON 2020		3
BSNS 2450		3	BSNS 2710		3
BSNS 3220		3	BSNS 2510		3
BSNS 3550		3	BSNS 3400		3
Speaking Intensive, BSNS 3210		3	Marketing Directed Elective ²		3

SUMMER 1		HOURS
Christian Ways of Knowing		3
Elective		3

SEMESTER 5		HOURS	SEMESTER 6		HOURS
BSNS 3270		3	BSNS 4330		3
Civic Discourse & Critical Reasoning, BSNS 3420		3	BSNS 4500		3
Global/Intercultural Ways of Knowing, BSNS 3120		3	Elective		3
BSNS 4910		2	Elective		3
Scientific Ways of Knowing		4	Elective		3
Elective		3	Elective		3

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

² BSNS 4400, 3550, COMM 2200, or 2240