

SPALDING UNIVERSITY
Catalog Years 2014-2015

Bachelor of Science in
Business Administration
Marketing Concentration

120 hours

UNIVERSITY STUDIES PROGRAM
(49 hours)

Introduction to College (1 hour)

_____ __ US100 Successful Student Strategies 1

Communication (12 hours)

_____ __ ENG 109 College Writing I 3
 _____ __ ENG 110 College Writing II 3
 _____ __ COM 201 Effective Speaking 3
 _____ __ COM 233 Business and Professional Com. 3

Humanities (9 hours)

_____ __ _____ 3
 (Fine Arts/Theater Arts)
 _____ __ ENG _____ 3
 (Literature)
 _____ __ PHIL _____ 3

Natural Sciences and Mathematics (9 hours)

_____ __ _____ 3
 (Biology, (CHEM /PHSC/ENVS))
 _____ __ MATH 113 College Algebra 3
 _____ __ MATH 231 Statistical Techniques 3

Religious Studies (6 hours)

_____ __ RS _____ 3
 _____ __ RS _____ 3

Social Sciences (12 hours)

_____ __ HIST _____ 3
 _____ __ ECON 281 Microeconomics 3
 _____ __ ECON 282 Macroeconomics 3
 _____ __ _____ 3
 (Social Science elective from any one of the following disciplines: Anthropology, Geography, History, Political Science, Psychology, Social Science, or Sociology)

Student Name _____

Student ID Number _____

Entry Date _____

Phone Number _____

Email Address _____

Mailing Address _____

Business Major (39 hours)

_____ __ BA 250 Principles of Management 3
 _____ __ BA 220 Computer Applications 3
 _____ __ BA 320 Advanced Computer Applications 3
 _____ __ BA 385 Legal Environment of Business 3
 _____ __ BA 395 Business Ethics 3
 _____ __ BA 351 Management of Human Resources 3
 _____ __ BA 461 Global Dimensions of Business 3
 _____ __ MKT 240 Principles of Marketing 3
 _____ __ MKT 342 Marketing Research 3
 _____ __ ACC 261 Accounting I: Principles 3
 _____ __ ACC 262 Accounting II: Principles 3
 _____ __ BA 366 Financial Management 3
 _____ __ BA 481 Integrative Strategic Management 3

Marketing Concentration (12 hours)

_____ __ MKT 344 Consumer Behavior 3
 _____ __ MKT 375 Digital Marketing I 3
 _____ __ MKT 455 Digital Marketing II 3
 _____ __ MKT 475 Strategic Marketing 3

Required Support Course and General Electives (20 hours)

_____ __ BA 210 Foundations of Personal Finance 2
 _____ __ _____ 3
 _____ __ _____ 3
 _____ __ _____ 3
 _____ __ _____ 3
 _____ __ _____ 3
 _____ __ _____ 3

Rising Junior MAPP Exam Taken _____