

**SPALDING UNIVERSITY**  
**Catalog Years 2015-2016**

**Bachelor of Science in**  
**Business Administration**  
**Marketing Concentration**

**120 hours**

**UNIVERSITY STUDIES PROGRAM**  
**(49 hours)**

**Introduction to College (1 hour)**

\_\_\_\_\_ SU 100 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 Computerized Data Analysis 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 \_\_\_\_\_**