

SPALDING UNIVERSITY
Catalog Years 2019-2020

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 Workshop I 3
 _____ ENG 110 College Writing Workshop 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: African American Studies, 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
 _____ FIN 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)

_____ FIN 210 Foundations of Personal Finance 2
 _____ _____ 3
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