

SPALDING UNIVERSITY
Catalog Years 2026-2027

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

UNIVERSITY STUDIES PROGRAM
(49 hours)

Student Name _____

Student ID Number _____

Entry Date _____

Phone Number _____

Email Address _____

Mailing Address _____

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 or Linguistics)

_____ 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, Criminal Justice, Economics, Geography, History, Political Science, Psychology, Restorative Justice, Social Science, or Sociology)

Business Major (39 hours)

_____ BA 205 People, Planet, and Profit 3

_____ 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 351 Management of Human Resources 3

_____ BA 461 Global Dimensions of Business 3

_____ MKT 240 Principles of Marketing 3

_____ MKT 342 Marketing Research & Analytics 3

_____ ACC 261 Principles of Accounting I 3

_____ ACC 262 Principles of Accounting II 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 3

_____ _____ 3

_____ _____ 3

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