

SCHREINER UNIVERSITY
 Bachelor of Business Administration
Marketing

Sample Four Year Plan beginning Fall 2022

This curriculum guide intended for use in coordination with corresponding degree plan and course rotation.

Total Credits 120

Fall Semester 1

BSAD 1301 Introduction to Business	3
BSAD 1331 Professional Skills	3
Communications core course	3
IDST 1301 Freshman Studies	3
Elective course	3
<i>Credits</i>	15

Spring Semester 1

FIN 2301 Personal Finance	3
MATH 1311 Math Concepts for Business	3
Communications core course	3
Engagement core course	3
Elective course	3
<i>Credits</i>	15

Fall Semester 2

ACCT 2301 Introduction to Financial Accounting	3
BSAD 2331 Economics	3
MGMT 2341 Principles of Management	3
MKTG 2340 Principles of Marketing	3
Global Perspectives course	3
<i>Credits</i>	15

Spring Semester 2

ACCT 2302 Introduction to Managerial Accounting	3
FIN 2342 Principles of Finance	3
MATH 2330 Applied Statistics	3
Aesthetic Appreciation core course	3
Global Perspectives course	3
<i>Credits</i>	15

Fall Semester 3

BSAD 3311 Business Org & Legal Instruments	3
MKTG 3321 Advertising	3
MKTG 3323 Marketing Management	3
Engagement core course	3
Elective course	3
<i>Credits</i>	15

Spring Semester 3

MKTG 3310 Electronic Business	3
MKTG 3322 International Marketing	3
Elective course	3
Elective course	3
Elective course	3
<i>Credits</i>	15

Fall Semester 4

BSAD 4331 Business Strategies	3
BSAD 4342 Entrepreneurship	3
BSAD 4351 Quantitative Methods in Business	3
MKTG 4323 Purchasing & Supply Chain Manag.	3
Elective course	3
<i>Credits</i>	15

Spring Semester 4

BSAD 4321 Business Research	3
MKTG 4322 Professional Selling	3
MKTG 4324 Business Intelligence	3
MKTG 4332 Retail Management	3
MKTG 4398 Professional Internship in Marketing	3
<i>Credits</i>	15