

**SCHREINER UNIVERSITY**  
**Bachelor of Business Administration**  
*Marketing*

**Sample Four Year Plan beginning Fall 2025**

*This curriculum guide intended for use in coordination with corresponding degree plan and course rotation.*  
**Minimum 120 Credit Hours**

<b>Fall Semester 1</b>		<b>Spring Semester 1</b>	
BSAD 1301 Introduction to Business	3	Communications core course	3
BSAD 1331 Professional Skills	3	Elective course	3
Communications core course	3	Engagement core course	3
IDST 1301 Freshman Studies	3	MKTG 2340 Principles of Marketing	3
Elective course	3	MATH 1311 Math Concepts for Business	3
	<i>Credits</i>	<b>15</b>	<i>Credits</i>
			<b>15</b>
<b>Fall Semester 2</b>		<b>Spring Semester 2</b>	
ACCT 2301 Introduction to Financial Accounting	3	ACCT 2302 Introduction to Managerial Accounting	3
BSAD 2331 Economics	3	FIN 2342 Principles of Finance	3
Engagement core course	3	MATH 2330 Applied Statistics	3
MGMT 2341 Principles of Management	3	Personal & Social Responsibility core course	3
Global Perspective core course	3	Elective course	3
	<i>Credits</i>	<b>15</b>	<i>Credits</i>
			<b>15</b>
<b>Fall Semester 3</b>		<b>Spring Semester 3</b>	
BSAD 3311 Business Org & Legal Instruments	3	Aesthetic Appreciation core course	3
DESN 3322 Web Design	3	Global Perspective core course	3
MKTG 3321 Advertising	3	MKTG 3310 Electronic Business	3
MKTG 3323 Marketing Management	3	MKTG 3322 International Marketing	3
Elective course	3	Elective course	3
	<i>Credits</i>	<b>15</b>	<i>Credits</i>
			<b>15</b>
<b>Fall Semester 4</b>		<b>Spring Semester 4</b>	
BSAD 4331 Business Strategies	3	BSAD 4321 Business Research	3
BSAD 4342 Entrepreneurship	3	MKTG 4322 Professional Selling	3
BSAD 4351 Quantitative Methods in Business	3	MKTG 4324 Business Intelligence	3
Elective course	3	MKTG 4325 Consumer Behavior	3
Elective course	3	MKTG 4398 Professional Internship in Marketing	3
	<i>Credits</i>	<b>15</b>	<i>Credits</i>
			<b>15</b>