

SCHREINER UNIVERSITY
Bachelor of Business Administration
Marketing

Sample Four Year Plan beginning Fall 2026

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

Minimum 120 Credit Hours

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

Communications core course	3
Elective course	3
Engagement core course	3
MKTG 2340 Principles of Marketing	3
MATH 1311 Math Concepts for Business	3
<i>Credits</i>	15

Fall Semester 2

ACCT 2301 Introduction to Financial Accounting	3
BSAD 2331 Economics	3
Engagement core course	3
MGMT 2341 Principles of Management	3
Global Perspective core 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
Global Perspective core course	3
Elective course	3
<i>Credits</i>	15

Fall Semester 3

BSAD 3311 Business Org & Legal Instruments	3
DESN 3322 Web Design	3
MKTG 3321 Advertising	3
MKTG 3323 Marketing Management	3
Elective course	3
<i>Credits</i>	15

Spring Semester 3

Aesthetic Appreciation core course	3
Personal & Social Responsibility core course	3
MKTG 3310 Electronic Business	3
MKTG 3322 International Marketing	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
Elective course	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 4325 Consumer Behavior	3
MKTG 4398 Professional Internship in Marketing	3
<i>Credits</i>	15