

SCHREINER UNIVERSITY
Bachelor of Business Administration
Marketing

Sample Four Year Plan beginning Fall 2018

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

Total Credits 120

Fall Semester 1		Spring Semester 1	
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	Global Perspective core course	3
MATH 1310 College Algebra	3	MATH 1311 Finite Math	3
	<i>Credits</i> 15		<i>Credits</i> 15
Fall Semester 2		Spring Semester 2	
ACCT 2301 Introduction to Financial Accounting	3	ACCT 2302 Introduction to Managerial Accounting	3
BSAD 2331 Economics	3	FIN 2342 Principles of Finance	3
MGMT 2341 Principles of Management	3	Elective course	3
MKTG 2340 Principles of Marketing	3	MATH 2330 Applied Statistics	3
Engagement core course	3	Personal & Social Responsibility core course	3
	<i>Credits</i> 15		<i>Credits</i> 15
Fall Semester 3		Spring Semester 3	
BSAD 3310 Legal Environment of Business	3	Aesthetic Appreciation core course	3
Elective course	3	Elective course	3
Elective course	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
	<i>Credits</i> 15		<i>Credits</i> 15
Fall Semester 4		Spring Semester 4	
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 4332 Retail Management	3
MKTG 4323 Purchasing & Supply Chain Management	3	MKTG 4398 Professional Internship in Marketing	3
	<i>Credits</i> 15		<i>Credits</i> 15