

SCHREINER UNIVERSITY  
 Bachelor of Business Administration  
*Marketing*

**Sample Four Year Plan beginning Fall 2020**

*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
MATH 1310 College Algebra	3
<i>Credits</i>	<b>15</b>

**Spring Semester 1**

Communications core course	3
Elective course	3
Engagement core course	3
Global Perspective core course	3
MATH 1311 Math Concepts for Business	3
<i>Credits</i>	<b>15</b>

**Fall Semester 2**

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

**Spring Semester 2**

ACCT 2302 Introduction to Managerial Accounting	3
FIN 2342 Principles of Finance	3
MATH 2330 Applied Statistics	3
Personal & Social Responsibility core course	3
Elective course	3
<i>Credits</i>	<b>15</b>

**Fall Semester 3**

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

**Spring Semester 3**

Aesthetic Appreciation core course	3
Global Perspective core course	3
MKTG 3310 Electronic Business	3
MKTG 3322 International Marketing	3
Elective course	3
<i>Credits</i>	<b>15</b>

**Fall Semester 4**

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

**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>	<b>15</b>