

B.A. in Business (Marketing Emphasis) 2017-2018: Option 1 - CWILT

First Year					
Fall	Credits	Interim	Credits	Spring	Credits
BUS100M or 130 Business Calculus or Business Problem Solving	3	<u>GES160 Inquiry Seminar</u>	3	<u>BUS105 Information Technology and Applications</u>	3
<u>GES125 Introduction to the Creative Arts</u>	4		4	<u>GES130 Christianity Western Culture</u>	4
<u>BIB101 Introduction to the Bible</u>	3		3	<u>GES140 Introduction to Wellbeing</u>	3
Second Language (S) course ¹	4		3	Elective	3
	14		3		13
Second Year					
Fall	Credits	Interim	Credits	Spring	Credits
<u>BUS210 Financial Accounting</u>	4	Contemporary Western Life and Thought (L) course	3	<u>BUS220 Principles of Marketing</u>	4
<u>BUS230 Principles of Management</u>	4		3	<u>MAT207M Statistical Analysis</u>	3
<u>ECO201 Principles of Economics</u>	4		4	Laboratory Science (D) course	4
<u>THE201 Christian Theology</u>	3		3	World Cultures (U) course	3
	15		3		14
Third Year					
Fall	Credits	Interim	Credits	Spring	Credits
<u>ECO301 Intermediate Microeconomics</u>	3	Elective	3	<u>BUS309 Brand Management</u>	3
<u>BUS318G Global Marketing</u>	3		4	<u>BUS344 Managerial Finance</u>	4
Marketing Elective or BUS208 Business Communication	3		0-3	Cross-Cultural Experience (Z) course	0-3
Interpreting Biblical Themes (J) course	3		3	Business or Economics elective	3
Science, Technology and Society (K) course	3		3	Elective	3
	15		3		13-16
Fourth Year					
Fall	Credits	Interim	Credits	Spring	Credits
<u>BUS361 Business Law</u>	3	Interim Off	4	<u>BUS481 Internship in Business</u>	4
<u>BUS321 Marketing Research</u>	3		3	<u>BUS420 Marketing Seminar</u>	3
<u>BUS324 Consumer Behavior</u>	3		3	Contemporary Christian Issues (P) course	3
Leisure and Lifetime Sports (Q) course	1		3	Electives	3
Artistic Experience (A) course	0-3				
Elective	3				
	13-16		0		13

1. Students must complete through the second semester of a first year language course or equivalent.

This program assumes a student will use BUS100M or MAT207M to meet the general education Mathematics requirement.

Most financial aid packages stipulate 12 credits/semester; Minnesota state grants are reduced when credit falls below 15 credits/semester. (Interim may be split between fall and spring for the state grant purposes only.)

B.A. in Business (Marketing Emphasis) 2017-2018: Option 2 - Humanities

First Year					
Fall	Credits	Interim	Credits	Spring	Credits
BUS100M or 130 Business Calculus or Business Problem Solving	3	<u>GES147 Humanities II: Renaissance and Reformation</u>	4	<u>BUS105 Information Technology and Applications</u>	3
<u>GES140 Introduction to Wellbeing</u>	3			<u>GES244 Humanities III: European Enlightenment and American Culture to 1877</u>	4
<u>GES145 Humanities I: Greco-Roman through Middle Ages</u>	4			<u>BIB101 Introduction to the Bible</u>	3
Second Language (S) course ¹	4			Elective	3
	14			4	13
Second Year					
Fall	Credits	Interim	Credits	Spring	Credits
<u>BUS210 Financial Accounting</u>	4	Elective	3	<u>BUS220 Principles of Marketing</u>	4
<u>BUS230 Principles of Management</u>	4			<u>MAT207M Statistical Analysis</u>	3
<u>ECO201 Principles of Economics</u>	4			Laboratory Science (D) course	4
<u>GES246 Humanities IV: Modern and Contemporary Western Culture</u>	4			World Cultures (U) course	3
	16			3	14
Third Year					
Fall	Credits	Interim	Credits	Spring	Credits
<u>BUS309 Brand Management</u>	3	Elective	3	<u>BUS344 Managerial Finance</u>	4
<u>ECO301 Intermediate Microeconomics</u>	3			<u>BUS318G Global Marketing</u>	3
Marketing Elective	3			Cross-Cultural Experience (Z) course	0-3
Interpreting Biblical Themes (J) course	3			Business or Economics Elective	3
Science, Technology, and Society (K) course	3			Elective	3
	15			3	13-16
Fourth Year					
Fall	Credits	Interim	Credits	Spring	Credits
<u>BUS321 Marketing Research</u>	3	Interim Off		<u>BUS481 Internship in Business</u>	4
<u>BUS324 Consumer Behavior</u>	3			<u>BUS420 Marketing Seminar</u>	3
<u>BUS361 Business Law</u>	3			Contemporary Christian Issues (P) course	3
Artistic Experience (A) course	0-3			Electives	3
Leisure and Lifetime Sports (Q) course	1				
Elective	3				
	13-16			0	13

1. Students must complete through the second semester of a first year language course or equivalent.

This program assumes a student will use BUS100M or MAT207M to meet the general education Mathematics requirement.

Most financial aid packages stipulate 12 credits/semester; Minnesota state grants are reduced when credit falls below 15 credits/semester. (Interim may be split between fall and spring for the state grant purposes only.)