

## B.A. in Business (Marketing Emphasis) 2020-2021: Option 1 - CWILT

FIRST YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
<a href="#">BIB 101 Introduction to the Bible</a>	3	<a href="#">GES 160 Inquiry Seminar</a>	3	<a href="#">BUS 106 Introduction to Business Applications</a>	1
<a href="#">BUS 100M</a> or <a href="#">130 Business Calculus</a> or Business Problem Solving	3			<a href="#">GES 130 Christianity Western Culture</a>	4
<a href="#">GES 125 Introduction to the Creative Arts</a>	4			<a href="#">GES 140 Introduction to Wellbeing</a>	3
Second Language (S) course *1	4			Leisure and Lifetime Sports (Q) course	1
				Electives	6
	14		3		15
SECOND YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
<a href="#">BUS 210 Financial Accounting</a>	4	Contemporary Western Life and Thought (L) course	3	<a href="#">BUS 220 Principles of Marketing</a>	4
<a href="#">BUS 230 Principles of Management</a>	4			<a href="#">MAT 207M Statistical Analysis</a>	3
<a href="#">ECO 201 Principles of Economics</a>	4			Laboratory Science (D) course	4
<a href="#">THE 201 Christian Theology</a>	3			World Cultures (U) course	3
	15		3		14
THIRD YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
<a href="#">BUS 208</a> (or <a href="#">BUS 315</a> , <a href="#">BUS 319</a> , <a href="#">BUS 357</a> ) <a href="#">Business Communication, Sales and Sales Management, Advertising and Promotion Principles of Digital Marketing</a>	3	Elective	3	<a href="#">BUS 309 Brand Management</a>	3
<a href="#">BUS 318G Global Marketing</a>	3			<a href="#">BUS 344 Managerial Finance</a>	4
<a href="#">BUS 326 Business Information Systems</a>	3			Business or Economics elective	3
<a href="#">ECO 301 Intermediate Microeconomics</a>	3			Science, Technology, and Society (K) course	3
Interpreting Biblical Themes (J) course	3			Cross-Cultural Experience (Z) course	0-3
	15		3		13-16
FOURTH YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
<a href="#">BUS 321 Marketing Research</a>	3	Interim Off		<a href="#">BUS 420 Marketing Seminar</a>	3
<a href="#">BUS 324 Consumer Behavior</a>	3			<a href="#">BUS 481 Internship in Business</a>	4
<a href="#">BUS 361 Business Law</a>	3			Contemporary Christian Issues (P) course	3
Artistic Experience (A) course	0-3			Electives	6
Elective	3				
	*12-15		0		16
<b>Total Credits 123-129</b>					

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

This program assumes a student will use [BUS 100M](#) or [MAT 207M](#) to meet the General Education Mathematics (M) course requirement.

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

## B.A. in Business (Marketing Emphasis) 2020-2021: Option 2 - Humanities

FIRST YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
<a href="#">BUS 100M</a> or <a href="#">130</a> Business Calculus or Business Problem Solving	3	<a href="#">GES 147 Humanities II: Renaissance and Reformation</a>	4	<a href="#">BIB 101 Introduction to the Bible</a>	3
<a href="#">GES 140 Introduction to Wellbeing</a>	3			<a href="#">BUS 106 Introduction to Business Applications</a>	1
<a href="#">GES 145 Humanities I: Greco-Roman through Middle Ages</a>	4			<a href="#">GES 244 Humanities III: European Enlightenment and American</a>	4
Second Language (S) course *1	4			Laboratory Science (D) course	4
				Elective	3
	14		4		15
SECOND YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
<a href="#">BUS 210 Financial Accounting</a>	4	Elective	3	<a href="#">BUS 220 Principles of Marketing</a>	4
<a href="#">ECO 201 Principles of Economics</a>	4			<a href="#">BUS 230 Principles of Management</a>	4
<a href="#">GES 246 Humanities IV: Modern and Contemporary Western Culture</a>	4			<a href="#">MAT 207M Statistical Analysis</a>	3
Elective	3			World Cultures (U) course	3
	15		3		14
THIRD YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
<a href="#">BUS 208 (or BUS 315, BUS 319, BUS 357) Business Communication, Sales and Sales Management, Advertising and Promotion Principles of Digital Marketing</a>	3	Elective	3	<a href="#">BUS 318G Global Marketing</a>	3
<a href="#">BUS 309 Brand Management</a>	3			<a href="#">BUS 326 Business Information Systems</a>	3
<a href="#">ECO 301 Intermediate Microeconomics</a>	3			<a href="#">BUS 344 Managerial Finance</a>	4
Interpreting Biblical Themes (J) course	3			Cross-Cultural Experience (Z) course	0-3
Science, Technology, and Society (K) course	3			Business or Economics Elective	3
	15		3		13-16
FOURTH YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
<a href="#">BUS 321 Marketing Research</a>	3	Interim Off		<a href="#">BUS 420 Marketing Seminar</a>	3
<a href="#">BUS 324 Consumer Behavior</a>	3			<a href="#">BUS 481 Internship in Business</a>	*3-4
<a href="#">BUS 361 Business Law</a>	3			Contemporary Christian Issues (P) course	3
Artistic Experience (A) course	0-3			Electives	6
Leisure and Lifetime Sports (Q) course	1				
Elective	3				
	13-16		0		15-16
<b>Total Credits 124-131</b>					

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

This program assumes a student will use [BUS 100M](#) or [MAT 207M](#) to meet the General Education Mathematics (M) course 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.)