

## BACHELOR'S IN BUSINESS ADMINISTRATION (BBA)

### Concentration in MARKETING

FALL SEMESTER				SPRING SEMESTER			
<b>FRESHMAN</b>							
IS	120	Microcomputer Applications <u>or</u>		AR	217	Art Appreciation <u>or</u>	
IS	250	Business Apps in Excel and Access ***	3	MU	200	Music Appreciation	3
BI	101	Life Science	3	EN	112	Freshman Composition	3
EN	111	Freshman Composition	3	PH	101	Physical Science <u>or</u>	
OC	101	Orientation Seminar	1	CH	100	Chemistry in Society	3
RG	101	Introduction to the Bible <u>or</u>		PY	101	Principles of Psychology <u>or</u>	
RG	102	Life & Teachings of Jesus	3	SO	101	Principles of Sociology	3
--	--	Elective	3	RG	202	Fund. of SDA Beliefs	3
				PE	--	Activity Course	1
			<u>16</u>				<u>16</u>
<b>SOPHOMORE</b>							
AC	220	Principles of Accounting I & Lab	3	AC	221	Principles of Accounting II & Lab	3
CO	201	Fundamentals of Public Speaking	3	EC	283	Principles of Macroeconomics	3
EC	282	Principles of Microeconomics	3	ED	250	Philosophy of Christian Education	2
MA	171	Calculus	4	HI	103	<u>or</u> 104 World Civilization <u>or</u>	
MK	301	Principles of Marketing	3	HI	211	<u>or</u> 212 U. S. History	3
PE	--	Activity Course	1	MA	321	Probability & Statistics <u>or</u> PY307	3
				PE	211	Health Principles	2
			<u>17</u>				<u>16</u>
<b>JUNIOR</b>							
BA	310	Principles of Management	3	BA	302	Business Communications	3
IS	200	Management Information Systems	3	FN	311	Principles of Finance	3
EN	201	World Literature <u>or</u>		MK	448	International (Global) Marketing	3
EN	211	<u>or</u> 212 Survey of English Literature <u>or</u>		RG	301	Gift of Prophecy	3
EN	301	<u>or</u> 302 Survey of American Literature	3	IS	430	Web Design <u>or</u>	
MK	343	Consumer Behavior	3	IS	410	Multimedia Applications	3
RG	--	Religion Elective	2				
--	--	Elective	3				
			<u>17</u>				<u>15</u>
<b>SENIOR</b>							
BA	375	Business Law	3	BA	460	Business Ethics	3
MK	342	Marketing Research	3	BA	495	Business Policy	3
MK	345	Advertising Management	3	MK	350	Sales Management	3
MK	468	Retail Merch. & Design	3	MK	480	Supply Chain <u>or</u>	3
PE	--	Activity Course	1	BA	371	Productions Operations Management	
--	--	Social Science Elective: (HI, GE, or PO)	3	--	--	Foreign Language (If Needed)**	
--	--	Foreign Language (If Needed)		--	--	Elective	3
			<u>16</u>				<u>15</u>

**TOTAL HOURS = 128**

This outline is a suggested four-year plan. Please consult with your advisor.

**The Oakwood University Bulletin contains the only official listing of graduation requirements.**

Each student is responsible for meeting Bulletin requirements.

**REQUIRED:**

\* RE 101 or 2 years of high school Bible

\*\* Six (6) hours Modern Foreign Language or 2 years high school Modern Foreign Language taken in high school.

\*\*\* Must have passed a course equivalent to IS120

**All students in the Business & Information Systems Department must be proficient in keyboarding.**

Revised 1/2012