

B.A. in Business (Marketing Emphasis) 2019-2020: Option 1 - CWILT

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

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 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) 2019-2020: Option 2 - Humanities

FIRST YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
BUS 100M or 130 Business Calculus or Business Problem Solving	3	GES 147 Humanities II: Renaissance and Reformation	4	BIB 101 Introduction to the Bible	3
GES 140 Introduction to Wellbeing	3			BUS 106 Introduction to Business Applications	1
GES 145 Humanities I: Greco-Roman through Middle Ages	4			GES 244 Humanities III: European Enlightenment and American Culture to 1877	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
BUS 210 Financial Accounting	4	Elective	3	BUS 220 Principles of Marketing	4
ECO 201 Principles of Economics	4			BUS 230 Principles of Management	4
GES 246 Humanities IV: Modern and Contemporary Western Culture	4			MAT 207M Statistical Analysis	3
Elective	3			World Cultures (U) course	3
	15		3		14
THIRD YEAR					
Fall	Credits	Interim	Credits	Spring	Credits
BUS 208 (or BUS 315, BUS 319, BUS 357) Business Communication, Sales and Sales Management, Advertising and Promotion, or Principles of Digital Marketing	3	Elective	3	BUS 318G Global Marketing	3
BUS 309 Brand Management	3			BUS 326 Business Information Systems	3
ECO 301 Intermediate Microeconomics	3			BUS 344 Managerial Finance	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
BUS 321 Marketing Research	3	Interim Off		BUS 420 Marketing Seminar	3
BUS 324 Consumer Behavior	3			BUS 481 Internship in Business	3-4
BUS 361 Business Law	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
Total Credits 124-131					

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 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.)