PROGRAM NAME: **BSBA DEGREE, with a Marketing Concentration**
PROGRAM COLLEGE: **Helzberg School of Management**
CATALOG TERM: **2019-20**

NOTE: Individual Programs of Study will vary in consultation with your Advisor and course/section availability each term. The below schedule serves only as an **example** four year degree plan.

YEAR 1
Fall Semester

Course Name	Credits	Minimum Grade Required	Experience Notes
Core: EN 1110 College Composition I (WCP)	3		• Join an RU Academy
Core/Prereq: MT 1190 (MTP) Precalculus	3		• Participate in the Finucane Service Project
Core: PL 1100 Reality and Human Existence	3		• Attend the New Student Retreat
Core/Prereq: EC 1000 (SR I) Principles of Macroeconomics	3		
Prereq: MG 1900 Business Leadership and Social Issues	3		
Prereq: MG 1001 Professional Readiness I	1		
TOTAL HOURS	16		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: EN 1120 College Composition II (WCP)	3		• Join a campus club/organization (can be dept. specific)
Core: TH 1000 or 1020 or 2000 (TH, Level I)	3		
Prereq: BIA 1800 Data Analysis	3		
Prereq: EC 1100 Principles of Microeconomics	3		
Core: Natural Science with Lab (Science/Causal, Level I)	4		
TOTAL HOURS	16		

YEAR 2
Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
Prereq: *AC 2000 Financial Accounting (only offered in Fall)	3		• Students want to have a Minimum of 60 hours completed, by the end of Year 2, to progress to Junior Standing.
Prereq: BIA 2200 Stats & Predictive Analytics (prereq's: MT 1190 & BIA 1800)	3		
Core: HS 1100 or 1500 or 1701 or 1702 (HS, Level 1)	3		
Core: Relational Mode, Level I	3		
Core: CT 2000 Fundamentals of Communication (OCP)	3		
General Elective:	1		
TOTAL HOURS	16		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Prereq: *AC 2100 Managerial Accounting (only offered in Spring; prereq: AC 2000)	3		• **Courses in Bold should be completed prior to the beginning of the student's Junior year to ensure proper sequencing of HSOM Core and Concentration courses.**
√ HSOM Core/GPR: MG 3350 Business in the Global Environment	3		
Core: PL 3100 Ethical Theory	3		
Core: Literary Mode, Level I	3		
Core: Artistic Mode	3		
General Elective	1		
TOTAL HOURS	16		

YEAR 3
Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
√ HSOM Core: MK 3000 Principles of Marketing	3		• **Courses with an * indicate that they are only offered in that semester, i.e., Fall or Spring.**
√ HSOM Core: MG 3300 Leadership & Organizational Behavior	3		• **Courses with a √ must be completed, prior to taking capstone: MG 4940.**
√ HSOM Core: FN 3000 Essentials of Finance (Prereq: AC 2000 & BIA 2200)	3		
Core: Theological Mode, Level II (at least one TH must be Christian Based)	3		
Core: Historical Mode or Literary Mode, Level II	3		
General Elective	3		
TOTAL HOURS	18		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Concentration: *MK 3200 Consumer Behavior	3	C	• **Student must complete Capstone and all Concentration courses, with a C grade or better.**
Concentration: *MK 3350 International Marketing	3	C	• **Student must have a minimum, 2.5 GPA, for the HSOM Core courses.**
√ HSOM Core: BIA 3100 Computing Technologies for Business	3		
HSOM Core: MG 3001 Professional Readiness II	1		
Core: Relational Mode Level II	3		
General Elective	3		
TOTAL HOURS	16		

YEAR 4
Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
Concentration: *MK 4100 Marketing Research	3	C	
Concentration: *MK 4400 Personal Selling	3	C	
HSOM Core: BIA 3201 Prescriptive Analytics for Business Decision Making	3		
General Elective	6		
TOTAL HOURS	15		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
HSOM Core: MG 4940 Bus Strategy, Policy, & Ethics (fulfills capstone requirement)	3	C	• **Core: 52 hrs;**
Concentration: *MK 4500 Marketing Policy	3	C	• **Prerequisites: 19-22 hrs;**
HSOM Core: MG 3400 Business Law of Commercial Transaction	3		• **HSOM Core: 25 hrs;**
Core: PL or TH Swing Course, Level II	3		• **Concentration: 15 hrs;**
General Elective	3		• **General Electives: 17-14.**
TOTAL HOURS	15		

Credit Hours

- Core: (will be a range of hrs.)
- Major: (specific # of hrs.)
- Electives (will be a range of hrs., note how they can be used for minors, second majors, professional/graduate pre-requisites)

TOTAL Credit Hours: XXX