# Marketing

## Major Requirements

Lower Division Core Business Requirements	Pre-Req	Units	Note
ACC250 Principles of Accounting I	-	3	Fall only
ACC251 Principles of Accounting II	ACC250	3	Spring only
BUS101 Introduction to Business	ENG113	3	
BUS217 Microeconomics	-	3	
BUS218 Macroeconomics	-	3	
BUS237 Management Based on Biblical Principles	-	3	
CIS270 Business IT Application	MAT115	3	

<b>Upper Division Core Business Requirements</b>	Pre-Req	Units	Note
BUS303 Business Finance	ACC251 & CIS270	3	
BUS315 Business Statistics	CIS270 & MAT115 or 144	3	
BUS334 International Business	-	3	
BUS358 Business Law	-	3	
BUS463 Business & Organizational Management	-	3	
BUS485 Business Policy & Strategy	BUS303,463 & MKT333	3	
MKT333 Principles of Marketing	-	3	

<b>Upper Division Marketing Requirements</b>	Pre-Req	Units	Note
MKT323 Marketing Research	BUS315 & MKT333	3	Spring only
MKT353 Integrated Marketing Communications	MKT333	3	Fall only
MKT458 Consumer Behavior	MKT333	3	Fall only
MKT463 Marketing Management	MKT333 & senior	3	Spring only

<b>Upper Division Marketing Elective Requirements</b>	Pre-Req	Units	Note
Complete two of the following courses:			
BUS356, 357, 444, 491,	Classes vary	3 each	See catalog
MKT313, 443			

Total Major Units:	60	
Upper Division Major Units:	39	

## General Education Requirements

Competency Requirements	Units	Note
English Competency	3	ENG113 required
Math Competency	3	MAT115 required
Technology	3	CIS270* will fulfill
Foreign Language I	3	
Foreign Language II	3	

If you are exempt from a Competency Requirement, add those units to Additional Elective Units Needed.

Core Curriculum	Units	Note
Behavioral Science	6	
English Composition	3	ENG123 required
English or Film	3	
Communication Arts	3	COM113 recommended
Art or Music	3	
Philosophy	3	
US History	3	
Non-US History	3	
Political Science	3	POL255 recommended
Lab Science	4	
Science or Kinesiology	4	
Christian Studies	9	

<sup>\*</sup>Course is interdisciplinary

Upper Division Requirements	12	
Multicultural Requirements	9	ENG123 fulfill 3 units
Interdisciplinary Requirements	9	CIS270 fulfills 3 units

Total Required GE units:	59
Division Required GE Units:	12

Additional Elective Units Needed: 5

Upper Division Elective Units Needed: 0

#### About This Plan

- This plan is not a contract. Curriculum can be subject to change.
- Highlighted courses and fields are major specific.
- Descriptions for all courses can be found in the CBU catalog at insidecbu.calbaptist.edu.
- To graduate, all students need 124 total units, 39 of which must be upper division.
- Courses numbered in the 300's and 400's are upper division.
- GST100, ENG103, and MAT095 count as elective units.

### **Contact Information**

Contact Injointaitoit					
School of Business					
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Fall Semester		Freshman Year Spring Semester	Summer Semester	Fall Semester		Sophomore Year Spring Semester	•	Summer Semester
BUS218 Macroeconomics	3	BUS101 Introduction to Business 3		ACC250 Principles of Accounting I	3	ACC251 Principles of Accounting II	3	
MAT115 Intermediate Algebra	3	BUS217 Microeconomics 3		DIJC227 Management	3	MKT333 Principles of Marketing	3	
ENG113 Composition	3	CIS270 Business IT Application		Umman Division Cananal	3	Upper Division General Education Course	3	
GST100 Focus	1	ENG123 Intermediate Composition 3		General Education Course	3	General Education Course	3	
General Education Course	3	Lab Science General Education Course  4		General Education Course	3	General Education Course	3	
General Education Course	3			Kinesiology General Education Course	1	Kinesiology General Education Course	1	
Total Units:	16	Total Units: 16	Total Units:	Total Units: 1	16	Total Units:  Senior Year	16	Total Units:
	17.0	LUNIOR VOOR						
Fall Semester	(	Junior Year Spring Semester	Summer Semester	Fall Semester				Summer Semester
Fall Semester  BUS315 Business Statistics	3	Spring Semester BUS334 International	Summer Semester	Fall Semester BUS303 Business Finance	3	Spring Semester BUS358 Business Law	3	Summer Semester
BUS315 Business Statistics MKT353 Integrated	3	Spring Semester  BUS334 International Business  MKT323 Marketing  3	Summer Semester	BUS303 Business Finance BUS463 Business &	3	Spring Semester  BUS358 Business Law  BUS485 Business Policy &	3	Summer Semester
BUS315 Business Statistics MKT353 Integrated Marketing Communications Upper Division MKT	3 3	Spring Semester  BUS334 International Business 3  MKT323 Marketing Research 3  Upper Division MKT 3	Summer Semester	BUS303 Business Finance BUS463 Business & Organizational Management MKT458 Consumer		Spring Semester  BUS358 Business Law  BUS485 Business Policy & Strategy  MKT463 Marketing		Summer Semester
BUS315 Business Statistics MKT353 Integrated Marketing Communications	3	Spring Semester  BUS334 International Business  MKT323 Marketing Research  Lipper Division MKT	Summer Semester	BUS303 Business Finance BUS463 Business & Organizational Management MKT458 Consumer Behavior	3	Spring Semester  BUS358 Business Law  BUS485 Business Policy & Strategy	3	Summer Semester
BUS315 Business Statistics MKT353 Integrated Marketing Communications Upper Division MKT Elective Upper Division General	3	Spring Semester  BUS334 International Business 3  MKT323 Marketing Research 3  Upper Division MKT Elective 3  Upper Division General 3	Summer Semester	BUS303 Business Finance BUS463 Business & Organizational Management MKT458 Consumer Behavior General Education Course	3	Spring Semester  BUS358 Business Law  BUS485 Business Policy & Strategy  MKT463 Marketing  Management	3	Summer Semester
BUS315 Business Statistics MKT353 Integrated Marketing Communications Upper Division MKT Elective Upper Division General Education Course	3 3	Spring Semester  BUS334 International Business  MKT323 Marketing Research  Upper Division MKT Elective  Upper Division General Education Course  3	Summer Semester	BUS303 Business Finance BUS463 Business & Organizational Management MKT458 Consumer Behavior General Education Course	3 3	Spring Semester  BUS358 Business Law  BUS485 Business Policy & Strategy  MKT463 Marketing  Management  General Education Course	3 3	Summer Semester
BUS315 Business Statistics MKT353 Integrated Marketing Communications Upper Division MKT Elective Upper Division General Education Course General Education Course Kinesiology General	3 3	Spring Semester  BUS334 International Business  MKT323 Marketing Research  Upper Division MKT Elective  Upper Division General Education Course  General Education Course  Kinesiology General	Summer Semester	BUS303 Business Finance BUS463 Business & Organizational Management MKT458 Consumer Behavior General Education Course	3 3	Spring Semester  BUS358 Business Law  BUS485 Business Policy & Strategy  MKT463 Marketing  Management  General Education Course	3 3	Summer Semester
BUS315 Business Statistics MKT353 Integrated Marketing Communications Upper Division MKT Elective Upper Division General Education Course General Education Course Kinesiology General	3 3	Spring Semester  BUS334 International Business  MKT323 Marketing Research  Upper Division MKT Elective  Upper Division General Education Course  General Education Course  Kinesiology General	Summer Semester	BUS303 Business Finance BUS463 Business & Organizational Management MKT458 Consumer Behavior General Education Course	3 3	Spring Semester  BUS358 Business Law  BUS485 Business Policy & Strategy  MKT463 Marketing  Management  General Education Course	3 3	Summer Semester
BUS315 Business Statistics MKT353 Integrated Marketing Communications Upper Division MKT Elective Upper Division General Education Course General Education Course Kinesiology General	3 3	Spring Semester  BUS334 International Business  MKT323 Marketing Research  Upper Division MKT Elective  Upper Division General Education Course  General Education Course  Kinesiology General	Summer Semester	BUS303 Business Finance BUS463 Business & Organizational Management MKT458 Consumer Behavior General Education Course	3 3	Spring Semester  BUS358 Business Law  BUS485 Business Policy & Strategy  MKT463 Marketing  Management  General Education Course	3 3	Summer Semester