## General Education Requirements

### School of Business (48 hours)

#### Spiritual Development (9 hours)
- BLIT 1103 Discovering the Old Testament
- BLIT 1203 Discovering the New Testament
- THEO 2003 Christian Beliefs

#### Self Understanding (6 hours)
- PSYC 1103 General Psychology (3 hrs)
- PSYC 2513 Lifespan Development (3 hrs)
- FRST 1101 Freshman Seminar (required for students w/fewer than 24 hrs)

Choose any General Education activity course (2 hrs)

#### Critical Thinking (6 hours)
- MATH 3903 Business Statistics (3 hrs)
- MATH 2503 Applied Math and Statistics (3 hrs)
- MATH 1103 Intermediate Algebra (3 hrs)
- MATH 1223 College Algebra (3 hrs)

#### Effective Communication (9 hours)
- ENGL 1503 Comp I: Writing and Rhetoric (3 hrs)
- ENGL 1703 Comp II: Writing and Research (3 hrs)
- COMM 1303 Public Speaking (3 hrs)

#### Social Responsibility (6 hours)
- ECON 1503 Personal Finance (3 hrs)
- ECON 2503 Principles of Macroeconomics (3 hrs)
- ECON 2703 Principles of Microeconomics (3 hrs)
- POLS 3903 American Political Parties (3 hrs)
- HIST 1203 U.S. History to 1877 (3 hrs)
- HIST 1303 U.S. History since 1877 (3 hrs)
- HIST 2103 World Civilization to 1650 (3 hrs)
- HIST 2203 World Civilization since 1650 (3 hrs)

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### Marketing Requirements (61 hours)

#### Business Core (31 hours)
- MGMT 1803 Introduction to Business (3 hrs)
- ACCT 2803 Principles of Accounting I (3 hrs)
- MGMT 3103 Business Law I (3 hrs)
- MGMT 3003 Business Communications (3 hrs)
- MGMT 3022 Database Applications in Business (2 hrs)
- MGMT 3032 Current Topics in Business Technology (2 hrs)
- MGMT 3303 Principles of Management (3 hrs)
- MGMT 3503 Business Ethics (3 hrs)
- MGMT 4613 International Business (3 hrs)
- MGMT 4803 Marketing Research (3 hrs)
- MKTG 3303 Principles of Marketing (3 hrs)

#### Marketing Core (30 hours)
- MKTG 2003 Sales and Sales Management (3 hrs)
- MKTG 3503 Consumer Behavior (3 hrs)
- MKTG 3703 Promotional Management (3 hrs)
- MKTG 4203 Retail Management (3 hrs)
- MKTG 4803 Marketing Research (3 hrs)
- COMM 3803 Introduction to Public Relations (3 hrs)
- GRAP 2203 Introduction to Digital Media (3 hrs)
- GRAP 2303 Typography and Page Design (3 hrs)
- GRAP 2503 Web Interface Design (3 hrs)
- MKTG 4883 Marketing Internship (3 hrs)

### Electives (7-20 hrs)

Total 126 hours