

**BACHELOR IN BUSINESS ADMINISTRATION (BBA)***Concentration in MARKETING*

FALL SEMESTER				SPRING SEMESTER			
<b>FRESHMAN</b>							
		✓	Crs			✓	Crs
IS 120	Microcomputer Applications (GE)		3	EN 112	Freshman Composition (GE)		3
BI	Biological Science Requirement (GE)*		3		Humanities and Fine Arts Requirement (GE)*		3
EN 111	Freshman Composition (GE)		3		Behavioral Science Requirement (GE)*		3
RG 102	Life and Teachings of Jesus (GE)		3		Physical Science Requirement (GE)*		3
OU 101	Freshman Seminar (GE)		2	IS 200	Management Information Systems		3
	Elective		3	PE	Physical Education Activity Course (GE)*		1
			<b>17</b>				<b>16</b>
<b>SOPHOMORE</b>							
		✓	Crs			✓	Crs
AC 220	Principles of Accounting I/Lab		3	AC 221	Principles of Accounting II/Lab		3
MA 171 or 211	Calculus I or Applied Calculus (GE) <del>ϕ</del>		3-4	HI	History Requirement (GE)*		3
EC 282	Principles of Microeconomics		3	EC 283	Principles of Macroeconomics		3
MK 301	Principles of Marketing		3	ED 250	Fundamentals of Christian Education (GE)		2
IS 250	Business Applications in Excel and Access		3	RG 202	Fundamentals of SDA Beliefs (GE)		3
PE	Physical Education Activity Course (GE)*		1	CO 201	Fundamentals of Public Speaking (GE)		3
			<b>16-17</b>				<b>17</b>
<b>JUNIOR</b>							
		✓	Crs			✓	Crs
IS 315	Multimedia Applications		3	BA 302	Business Communications (W)		3
MK 343	Consumer Behavior		3	FN 311	Principles of Finance		3
BA 310	Principles of Management		3	MK 480	Supply Chain Management		3
	Health Requirement (GE)*		2-3	RG 301	Gift of Prophecy (GE)		3
RG	Biblical Studies Elective (GE)*		3	MK 492	Internship		3
BA260	Business Statistics		3	PE	Physical Education Activity		1
			<b>17-18</b>				<b>15</b>
<b>SENIOR</b>							
		✓	Crs			✓	Crs
BA 375	Business Law		3	BA 460	Business Ethics		3
BA 495	Business Policy (W)		3	MK 345	Advertising Management		3
MK 342	Marketing Research		3	MK 350	Sales Management		3
MK 468	Retail Management & Design		3	MK 448	Global Marketing		3
	Elective		3		Elective		3
			<b>15</b>				<b>15</b>

**Total Hours: 128**

This outline is a suggested two-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.

**\*General Education Requirements**

- **Behavioral Sciences:** Choose one course from the following: PY 101, SO 101, SW 201
- **Biblical Studies Elective:** Choose one course from the following: RG 101, RG 203, RG 321
- **Biological Sciences:** Choose one course from the following: BI 101, BI 102, BI 111, BI 131
- **Health:** Choose one course from the following: ND 131, PE 211
- **History\*\*:** Choose one course from the following: HI 103, HI 104, HI 211, HI 212, HI 265, HI 267, HI 268
- **Humanities and Fine Arts\*\*:** Choose one course from the following: AR 111, AR 217, AR 241, EN 201, EN 213, EN 221, EN 303, EN 305, EN 313, MU 200, MU 323
- **Physical Education Activity Course:** Choose two courses from the following: PE 101, PE 102, PE 120, PE 122, PE 126, PE 128, PE 150, PE 155, PE 207, PE 215, PE 222, PE 224, PE 245, PE 247, PE 249, PE 260, PE 261, PE 275, PE 280
- **Physical Science:** Choose one course from the following: CH 100, CH 101, CH 141, PH 101, PH 103, PH 121

**\*\*African American Culture Requirement:** A 3-hour course in African-American culture is required and may be selected from the following History or Humanities and Fine Arts courses: HI 267, HI 268, EN 221, EN 313 or MU 323

~~ϕ~~GE course – Must complete with minimum of C