

MARKETING MAJOR

This major enables students to develop business and technical skills for a competitive marketplace that increasingly relies on technology.

Important Notes

- 40% of major requirements must be completed at Judson.
- 40% of major requirements must be upper division.

Gen Eds Required by Major

- BUS302 Business for the Common Good (1 c.h.) (fulfills Gen Ed GEN301 Requirement)

Major Requirements

Code	Title	Hours
Business Core		
BUS101	Introduction to Business	3
BUS223	Using Excel for Analytical Analysis	3
BUS240	Economic Principles	3
BUS250	Management Principles	3
BUS251	Financial Accounting	3
BUS253	Business Law	3
BUS255	Marketing Principles	3
BUS261	Fundamentals of Managerial Accounting	3
BUS302	Business for the Common Good	1
BUS347	Professional Skills	3
or PSY309	Interpersonal Relationships	
or SPC322	Group Discussion	
BUS349	Corporate Finance	3
Marketing		
BUS410	Marketing Management	3
BUS462	Marketing Research	3
MAT311	Probability and Statistics w/Lab	4
Marketing Electives		
Select 12 hours from the following:		12
BUS295	Sophomore Business Internship (advisor approval req'd)	
BUS310	Event Planning	
BUS345	Integrated Mktg Communications	
BUS346	Consumer Behavior	
BUS361	Professional Selling	
BUS364	Digital Marketing	
BUS367	Content/Social Media Marketing	
BUS443	Public Relations	
BUS495	Senior Business Internship (advisor approval req'd)	
ESS352	Sports Marketing	
Total Hours		53

Bachelor of Arts in Marketing (Four-Year Plan)

Academic planning is the student's responsibility. This Graduation Plan is designed to be a guide to assist students as they plan their course selections. This is only a suggested schedule, and is not a substitute for

a student's Advising Worksheet, nor the Program Requirements in the Judson University Catalog. Actual course selections should be made with the advice and approval of an academic advisor. Students should become familiar with the catalog in effect at the time at which they entered the institution. Course requirements and sequencing may vary with AP courses, transfer courses, English/math placement, or other conditions.

A full-time course load for undergraduate students is 12-18 credits per semester. Illinois residents receiving state aid should register for 15 hours per semester.

In addition to the courses below, chapel is required for all traditional full-time students (i.e., those taking 12 or more credit hours), both residents and commuters. This course counts as 1 credit towards a student's full-time status within the term, but does not earn credits towards graduation.

Course	Title	Hours
First Year		
First Semester		
BST110	Intro to the Christian Bible	3
BUS101	Introduction to Business	3
GEN101 or ESS101	Questions of Life: Entering the Judson Conversation ¹ or Wellness	1
Physical Activity course		1
ENG101	Expository Writing (or ACT/SAT placement)	3
MAT111	Mathematical Models: Statistical and Numerical	3
Hours		14
Second Semester		
THS110	Christian Faith: Understanding and Application	3
ENG102	Critical Thinking and Writing (or ACT/SAT placement)	3
SPC120	Foundations of Speech	3
Gen Ed Visual and Performing Arts Elective		3
PSY111 or SOC151	Introduction to Psychology or Introduction to Sociology	3
Hours		15
Second Year		
First Semester		
Gen Ed Science w/Lab		4
BUS223	Using Excel for Analytical Analysis	3
BUS240	Economic Principles	3
BUS250	Management Principles ²	3
BUS251	Financial Accounting ³	3
Hours		16
Second Semester		
Gen Ed Biblical Studies Elective		3
HIS261	History of Civilization I	3
BUS255	Marketing Principles ⁴	3
BUS261	Fundamentals of Managerial Accounting ³	3
MAT311	Probability and Statistics w/Lab ⁵	4
Hours		16
Third Year		
First Semester		
HIS262	History of Civilization II	3
BUS349	Corporate Finance ⁷	3
BUS253	Business Law	3
Marketing Elective ⁶		3
Any Elective		3
Hours		15
Second Semester		
Gen Ed Upper Division English Elective		3
Select one from the following:		3
PSY309	Interpersonal Relationships	
BUS347	Professional Skills	

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SPC322	Group Discussion	
BUS302	Business for the Common Good ⁷	3
Marketing Elective		3
Any Elective		3
Hours		15
Fourth Year		
First Semester		
HIS261	History of Civilization I	3
GEN401	The Good Life: Continuing the Conversation	3
BUS462	Marketing Research	3
Marketing Elective ⁵⁶		3
Any Elective		3
Hours		15
Second Semester		
BUS410	Marketing Management	3
Marketing Elective ⁶		3
Any Electives		9
Hours		15
Total Hours		121

¹ First-time students (those entering college directly from high school) should take GEN101; transfer students should take ESS101

² BUS250 Management Principles (3 c.h.) Management Principles may be taken in Junior or Senior year

³ Students must complete both BUS251 Financial Accounting (3 c.h.) and BUS261 Fundamentals of Managerial Accounting (3 c.h.) before enrolling in BUS349 Corporate Finance (3 c.h.) (only offered in the fall semester)

⁴ prereq BUS240 Economic Principles (3 c.h.)

⁵ Students need MAT311 Probability and Statistics w/Lab (4 c.h.) as a prerequisite to BUS462 Marketing Research (3 c.h.). MAT311 Probability and Statistics w/Lab (4 c.h.) requires completion of 100- or 200-level introductory math course

⁶ Students must select four marketing electives from the list below (some courses are offered only once a year or once every other year)

- BUS310 Event Planning (3 c.h.)
- BUS345 Integrated Mktg Communications (3 c.h.)
- BUS346 Consumer Behavior (3 c.h.)
- BUS361 Professional Selling (3 c.h.)
- BUS364 Digital Marketing (3 c.h.)
- BUS367 Content/Social Media Marketing (3 c.h.)
- BUS443 Public Relations (3 c.h.)
- ESS352 Sports Marketing (3 c.h.)
- BUS295 Sophomore Business Internship (1-3 c.h.)/BUS495 Senior Business Internship (1-6 c.h.) (requires advisor approval)

⁷ prereq BUS261 Fundamentals of Managerial Accounting (3 c.h.)

⁸ GEN301 equivalent