



CARSON-NEWMAN

A CHRISTIAN UNIVERSITY

Bachelor of Science in Marketing College of Professional Studies

Prefix and Number	Course Title	Credit Hours
Liberal Arts Core (39 hours)		
Liberal Arts (4 hours)		
LA 167	Introduction to Online Learning and C-N Liberal Arts	4
Studies in Biblical Traditions (8 hours)		
REL 367	The New Testament and Leadership	4
REL 368	Leadership in the Old Testament	4
Studies in Communications (6 hours)		
ENG 101	Writing and Literacy Studies I	3
Any COMM, ENG, or WRIT		3
Studies in Mathematics and Science (6 hours)		
Any MATH 120 or higher, excluding 201		3
Natural or Physical Science		3
Studies in Personal/Social Awareness (3 hours)		
Any PSY or SOC		3
Studies in Enhance a World Perspective (9 hours)		
Any HIST or MILS 100		3
Any ART, MUS, TH, FE, or FILM		3
Any PSC or PHIL		3
Business Foundations Core (12 hours)		
ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
BAD 205	Introduction to Business Analytics	3
or MATH 201	Statistical Concepts and Methods	
ECON 210	Principles of Microeconomics	3
Business Core (24 hours)		
BAD 201	Business and Professional Communication	3
BAD 215	Business Information Tools	3
BAD 301	Legal and Ethical Environment of Business	3
ECON 220	Principles of Macroeconomics	3
FIN 301	Introduction to Financial Management	3
MGT 310SL	Essentials of Management and Leadership	3
MKT 300	Principles of Marketing	3
MGT 408	Strategic Management (Senior Capstone Course)	3
Marketing Requirements (24 hours)		
MGT 410	Entrepreneurship	3
MKT 330	Marketing in the Digital Era	3
MKT 350	Consumer Behavior	3
MKT 400	Marketing Management	3
MKT 407	Marketing Research Methods and Design	3
MKT 442	Advertising and Promotions	3
Choose six (6) hours from the following:		
ART 323	Web and Interactive Design	3
BAD 465	Business Administration Internship	1 to 6
COMM 201	Strategic Communication Technique/Skills	3
COMM 322	Mass Media	3
COMM 323	Public Relations	3
COMM 404	Communication Law and Ethics	3
COMM 421	Advertising	3
COMM 424	Persuasion	3
MGT 367	Project Management	3
SMGT 400	Sports Marketing	3
Electives (24 hours)		
Elective Courses		24
Program Total		120