

# MARKETING AND PUBLIC RELATIONS 4-YEAR COURSE SAMPLE

## FRESHMAN LEVEL

### SEMESTER 1

COM 100	Introduction to Communication	3
ENG 105	Expository Writing <i>(if needed)</i>	3
GEN 101	First Year Seminar	3
MAT 1XX	Math 100 level or higher	3
TEC 102	Computer Software Applications	3

**Credit hours 15**

### SEMESTER 2

COM 202	Writing for Media	3
COM 210	Mass and Digital Communication	3
COM 220	Online Speaking	3
ENG 106	Argumentative and Research Writing	3
TEC 200	Fundamentals Information Technology	3
Gen Ed	Scientific Reasoning Course(s)	1½

**Credit hours 16½**

## JUNIOR LEVEL

### SEMESTER 1

BIO XXX	Science Elective	4
BUA 350	Business Law	3
FIN 301	Managerial Finance	3
MKT 318	Personal Selling Skills	3
Gen Ed	Social Science Reasoning Course(s)	3

**Credit hours 16**

### SEMESTER 2

COM 302	Intercultural Communication	3
MGT 408	Ethical Leadership	3
MKT 311	Consumer Behavior	3
PSY XXX	Psychology Elective	3
Gen Ed	Humanistic Reasoning Course(s)	3

**Credit hours 15**

## SOPHOMORE LEVEL

### SEMESTER 1

BUA 210	Statistical Techniques	3
COM 115	Interpersonal Communication	1½
ECO 201	Macroeconomics	3
MGT 301	Operations Management	3
MKT 201	Principles of Marketing	3
PHI 105	Introduction to Ethical Reasoning	1½

**Credit hours 15**

### SEMESTER 2

BUA 203	Career Prep	2
BUA 310	International Business	3
COM 333	Computer Applications for Communication	3
ECO 202	Microeconomics	3
PHI XXX	Philosophy Elective	3
THE 101	Theology	3

**Credit hours 17**

## SENIOR LEVEL

### SEMESTER 1

FIN 400	Investments	3
MGT 330	Supply Chain Management	3
MKT 397/497	Internship	0–3
MKT 322	Sales Management	3
TEC 403	Advanced Computers	3
Gen Ed	Creative Reasoning Course(s)	3

**Credit hours 15–18**

### SEMESTER 2

ACC 201	Financial Accounting	3
COM 315	Public Relations Writing and Practice	3
COM 480	Capstone Project	1
COM 470	Portfolio Preparation	1
COM 3XX	Communication Elective	3
MKT 400	Marketing Management	3
Gen Ed	Theological Reasoning Course(s)	3

**Credit hours 17**

- Minimum cumulative GPA of 2.0 required
- All business courses must have a C– grade or higher for graduation