

# Bachelor of Science in Marketing

**Note:** All bachelor's degree students are required to complete the general education requirements, at least one major course of study, and enough electives to total a minimum of 120 semester hours of credit.

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## General Education Courses (33-34 Credit Hours)

General education is composed of a Christian liberal arts core curriculum that seeks to transform students to think, live and serve as Christian leaders in the 21st century. General education courses are carefully designed with job preparation in mind, aiming at helping students develop the important career skills that employers are looking for.

All students (online and campus) are educated to be competent in the following areas:

### Biblical Worldview

- GENE 100 – Making of the Christian Mind (3)
- GENE 402 – Making of the Christian Leader (3)

### Communication

- COMM 110 – Public Speaking (3) (Campus Students ONLY) or UNIV 100 – Regent Foundations of Success (3) (Online Students ONLY)
- ENGL 101 – English Composition (3)

### Critical Thinking and Moral Reasoning

- GENE 250 – Making of the Christian Life (3)
- ENGL 102 – Research and Academic Writing (3)

### Quantitative & Scientific Literacy

- Math Course (3-4) (see Degree Works for options)
- Science Course (3-4) (see Degree Works for options)

### Cultural Foundations

- ENGL 205 – Literature of the Western World (3)
- ECON 120 - Microeconomics
- History or Government Course (3) (see Degree Works for options)

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**Campus Students ONLY:** On-campus students are required to complete an additional 15 credits hours in one of the following two areas. Honors College courses are only available to students accepted into this program.

### Christianity & Culture

- BIBL 105 – Introduction to the Bible (3)
- BIBL 106 – Christian Doctrine (3)
- GENE 150 – The Good, True, and Beautiful (3)
- HIST 207 – Western Civilization I (3)
- HIST 208 – Western Civilization (3)

### Honors College

- HONS 150 – The Good Person (3)
- HONS 200 – The Great Family (3)
- HONS 250 – The Just Society (3)
- HONS 300 – The Exceptional Country (3)
- HONS 350 – The Flourishing World (3)

## Core Requirements (54 Credit Hours)

- ACCT 205 Introduction to Accounting (3)
- BUSN 240 Marketing Principles (3)
- BUSN 320 Financial Management (3)
- BUSN 370 Business Law (3)
- BUSN 460 International Business (3)
- BUSN 470 Strategic Management (3)
- COMM 330 Communicating in the 21st Century (3)
- ECON 230 Macroeconomics (3)
- LDST / MGMT 330 Ethics (3)
- MKTG 210 Advertising and Promotion (3)
- MKTG 250 Public Relations (3)
- MKTG 260 Retail Management (3)
- MKTG 320 Marketing Research (3)
- MKTG 330 Sales Management (3)
- MKTG 340 e-Commerce (3)
- MKTG 410 Consumer Behavior (3)
- MKTG 430 Social Media Marketing (3)
- MKTG 498 Digital Marketing Strategy (3)

### Notes:

- A minimum cumulative GPA of 2.0 is required to graduate and maintain good academic standing. Some majors also require a minimum grade in all major courses. Please see Degree Works or the Undergraduate Catalog for these specifics.
- 50% of all major requirements must be taken at Regent University.
- Please reference Degree Works for course pre-requisite information.
- As a general rule of thumb, 100 and 200 level courses should be taken prior to upper level (300 and 400) level courses.