

BLUE MOUNTAIN CHRISTIAN UNIVERSITY
BUSINESS ADMINISTRATION, BACHELOR OF SCIENCE
MARKETING MANAGEMENT TRACK

123-126 total hours required

This program is available only to students who have completed 30 hours of Marketing Management courses from Itawamba Community College

- ☐ 25% of degree hours must be earned at BMCU.
- ☐ Students may transfer a maximum of 70 semester hours of credit from a community or junior college.
- ☐ A minimum of 40 semester hours of credit in 300- and 400- level courses are required for a degree at the University. Twenty-four of these semester hours must be earned at the University.
- ☐ A minimum of 12 semester hours of 300- and 400-level *major* course work is required for a degree of which six must be earned at the University.
- ☐ Proficiencies must be met in Mathematics, English, and the Core Curriculum.

COLLEGE CORE REQUIREMENTS

ENGLISH: 12-14 hours

- ☐ ENG 100 English Composition I **or**
ENG 110 English Composition I-Honors
- ☐ ENG 101 English Composition II **or**
ENG 111 English Composition II-Honors
- ☐ ENG 200 Introduction to Literature
- ☐ ENG 329 Writing for the Professions

HISTORY: 6 hours

- ☐ HIS 110 Western Civilization I
- ☐ HIS 111 Western Civilization II

SOCIAL/BEHAVIORAL SCIENCE: 9 hours

- ☐ ECO 320 Economics (Macro)
- ☐ ECO 321 Economics (Micro)
- ☐ PSY 100 Intro to Psychology

BIBLICAL STUDIES: 6 hours

- ☐ BIB 100 Old Testament I
- ☐ BIB 200 New Testament I

NATURAL SCIENCE: 8 hours

- ☐ BIO 184/184L General Biology I & Lab
- ☐ Choose one additional course and lab with BIO, CHE, or PHY prefix

PHYSICAL SCIENCE: 3-4 hours

- ☐ PHY 204 Concepts in Physics/Astronomy **or**
PHY 207 Survey of Earth/Environmental Science

MATHEMATICS: 6 hours

- ☐ MAT 110 College Algebra
- ☐ MAT 140 Elementary Statistics

SPEECH: 3 hours

- ☐ STH 210 Oral Communication

COMPUTER: 3 hours

- ☐ BUS 230 Communication Technology

REQUIREMENTS IN THE MAJOR FROM BMCU: 37 hours

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| <input type="checkbox"/> ACC 210 Principles of Accounting I | <input type="checkbox"/> BUS 367 Money & Banking |
| <input type="checkbox"/> ACC 211 Principles of Accounting II | <input type="checkbox"/> BUS 372 Business Ethics/Social Responsibility |
| <input type="checkbox"/> BUS 306 Business Communications | <input type="checkbox"/> BUS 430 Global Business |
| <input type="checkbox"/> BUS 322 Servant Leadership | <input type="checkbox"/> BUS 443 Great Texts in Business |
| <input type="checkbox"/> BUS 340 Principles of Finance | <input type="checkbox"/> BUS 460 Strategic Management |
| <input type="checkbox"/> BUS 341 Personal Finance | <input type="checkbox"/> BUS 480 Internship in Business |

☐ **ICC MARKETING COURSES: 30 hours**

The courses listed below must be completed at ICC before enrolling in the program at BMCU.

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| MMT 1113 Principles of Marketing | MMT 2213 Principles of Management |
| MMT 1123 Marketing Application | MMT 2243 Marketing Case Studies |
| MMT 1313 Personal Selling | MMT 2313 E-Commerce |
| MMT 1323 Advertising | MMT 2423 Retail Management |
| MMT 1413 Merchandise Math | MMT 2513 Entrepreneurship |

MINOR NOT REQUIRED