

# MARKETING B.A.

## Four Year Plan

**Disclaimer:** This *sample* Four Year Plan is provided as a guide for the recommended sequencing of courses. Vanguard University requires that students complete a minimum of 120 units of required course work as outlined on the Requirements tab in order to receive a Bachelor of Arts, Bachelor of Music, Bachelor of Science, or Bachelor of Science in Nursing degree. It is the student's responsibility to confirm with the department the course rotation before enrolling in courses. If applicable, please note the footnotes at the bottom of the page for additional information related to courses listed in a particular year and term. Questions, contact the Department of Business.

**Study Abroad Participation:** Students interested in participating in the university's Study Abroad programs are encouraged to reach out to the Global Education and Outreach Office (studyabroad@vanguard.edu) for more information and collaboration in their academic course planning. Students using Education and Training Benefits through the U.S. Department of Veteran Affairs are encouraged to also reach out to the School Certifying Official for more information regarding how benefits can be applied.

Course	Title	Units
<b>Year 1 Term 1</b>		
CORE-100C	Cornerstone	1
BUSN-114	Introduction to Business	3
ENGL-120C	Persuasive Writing	3
THEO-101C	Foundations of Christian Life	3
MATH-PLHDAC	Math Algebra Or Precalculus	3
SOC-PLHD2	Social Science Requirement	3
<b>Units</b>		<b>16</b>
<b>Year 1 Term 2</b>		
BUSN-125	Computer Applications	3
NT-101C	New Testament Survey	3
KINE-145C	Lifetime Fitness/Wellness Lect	1
KINE-146C	Lifetime Fitness/Well Activity	1
MATH-265C	Intro to Statistical Methods	3
HIST-PLCR1	History Core Requirement (US History)	3
SOC-PLHD2	Social Science Requirement	3
<b>Units</b>		<b>17</b>
<b>Year 2 Term 1</b>		
BUSN-PLHDEC	Macro Or Micro Economics	3
ACCT-225	Principles of Financial Accounting	3
ENGL-220C	Researched Writing	3
COMM-201C	Speech Composition and Presentation	3
NSCI-PLCR	Science Lec/Lab Requirement	4
<b>Units</b>		<b>16</b>
<b>Year 2 Term 2</b>		
BUSN-PLHDEC	Macro Or Micro Economics	3
OT-201C	Old Testament Survey	3

ENGL-230C	Literature and the Human Experience	3
HIST-PLCR2	History Core Requirement (World Civ)	3
FINA-PLCR	Fine Arts Core Curriculum Requirement	3
<b>Units</b>		<b>15</b>

### Year 3 Term 1

MNGT-325	Management Theory/Practice	3
MRKT-360	Principles of Marketing	3
ACCT-321	Accounting and Finance for Decision Making	3
FINC-335	Corporate Finance	3
ELCT-PLHD3A	General Elective 3 Units	3
<b>Units</b>		<b>15</b>

### Year 3 Term 2

THEO-300C	Developing a Christian World View	3
BUSN-PLHDLE	Legal Aspects/Legal Ethical	3
MRKT-369	Consumer Behavior	3
MRKT-365	Marketing Research	3
ELCT-PLHD3A	General Elective 3 Units	3
<b>Units</b>		<b>15</b>

### Year 4 Term 1

COMM-378	PR: Corp Comm, Information, and Mgmt	3
MRKT-464	Strategic Marketing	3
MRKT-366	Sales & Sales Management	3
BUSN-PLUD3A	Upper Div Business Dept Elective (3u)	3
ELCT-PLHD2	General Elective Course 2 Units	2
<b>Units</b>		<b>14</b>

### Year 4 Term 2

BUSN-455C	Business Policy and Strategy	3
CHIS-400C	Christian Heritage	3
ELCT-PLHD3A	General Elective 3 Units	3
ELCT-PLHD3B	General Elective 3 Units	3
<b>Units</b>		<b>12</b>

**Total Units** **120**

