

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
Year 1 Term 1		
CORE-100C	Cornerstone	1
BUSN-125	Computer Applications	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
Units		16
Year 1 Term 2		
MATH-265C	Intro to Statistical Methods	3
KINE-148C	Lifetime Fitness and Wellness Lecture	3
HIST-PLCR1	History Core Req (US Hist Or Democracy)	3
BUSN-215	Principles of Macroeconomics	3
SOC-PLHD2	Social Science Requirement	3
Units		15
Year 2 Term 1		
BUSN-216	Principles of Microeconomics	3
ACCT-225	Principles of Financial Accounting	3
ENGL-220C	Researched Writing	3
NT-101C	New Testament Survey	3
COMM-201C	Speech Composition and Presentation	3
Units		15
Year 2 Term 2		
OT-201C	Old Testament Survey	3
ACCT-226	Principles of Managerial Accounting	3
HIST-PLCR2	History Core Requirement (World Civ)	3
FINA-PLCR	Fine Arts Core Curriculum Requirement	3

MRKT-360	Principles of Marketing	3
Units		15
Year 3 Term 1		
MNGT-325	Management Theory/Practice	3
ENGL-230C	Literature and the Human Experience	3
FINC-335	Corporate Finance	3
MRKT-365	Marketing Research	3
COMM-BUSPH	COMM Requirement Placeholder	3
Units		15
Year 3 Term 2		
THEO-300C	Developing a Christian World View	3
BUSN-316	Business Law	3
MRKT-369	Consumer Behavior	3
ELCT-PLHD3A	General Elective 3 Units	3
NSCI-PLCR	Science Lec/Lab Requirement	4
Units		16
Year 4 Term 1		
COMM-378	PR: Corp Comm, Information, and Mgmt	3
MRKT-366	Sales & Sales Management	3
BUSN-PLUD3A	Upper Div Business Dept Elective (3u)	3
ELCT-PLHD6	Electives 6 Units	6
Units		15
Year 4 Term 2		
BUSN-455C	Business Policy and Strategy	3
CHIS-400C	Christian Heritage	3
MRKT-464	Strategic Marketing	3
ELCT-PLHD3A	General Elective 3 Units	3
ELCT-PLHD1	Elective Course 1 Unit	1
Units		13
Total Units		120

Notes:

- THEO-300C Developing a Christian World View can only be taken after completion of at least 60 units. CHIS-400C Christian Heritage can only be taken after completion of at least 90 units.

