REGENT UNIVERSITY

COLLEGE OF ARTS & SCIENCES
Bachelor of Science in Marketing
Fall 2026 Approved Degree Worksheet

GENERAL EDUCATION COURSES (33-34 CREDITS)

Biblical Worldview: All Required

- ☐ GENE 100 The Making of a Christian Mind (3)
- ☐ GENE 402 The Making of a Christian Leader (3)

Communication: 6 credits

- ☐ COMM 110 Public Speaking (3) Campus Only[1]
- ☐ UNIV 100 Regent Foundations of Success (3) Online Only[2]
- ☐ ENGL 101 English Composition (3)

Critical Thinking & Moral Reasoning: 6 credits

- ☐ ENGL 102 Research & Academic Writing (3)
- ☐ GENE 250 The Making of the Christian Life (3)

Cultural Foundations - Literature: 3 credits

- ☐ ENGL 205 Literature of the Western World (3)

Cultural Foundations - Economics: 3 credits

- ☐ ECON 120 Microeconomics (3)[3]

Cultural Foundations - U.S. History or Government: 3 credits

- ☐ HIST 201 U.S. History I (to 1877) (3)
- ☐ HIST 202 U.S. History II (from 1877) (3)
- ☐ GOVT 201 The American Republic (3)

Quantitative & Scientific Literacy - Natural Science: 3-4 credits

- ☐ BIOL 101 Introduction to Biology with Laboratory (4)
- ☐ BIOL 121 General Biology I (4)
- ☐ EASC 101 Intro to Earth Science w/Lab (4) Online only
- ☐ BIOL 201 Human Anatomy and Physiology I (4)
- ☐ CHEM 100 Introduction to Chemistry (3)
- ☐ BIOL 240 Ecology (3)
- ☐ PHYS 101 Physics for Future Leaders (3)
- ☐ PHYS 221 University Physics I (4)

Quantitative & Scientific Literacy - Math: 3 credits

- ☐ MATH 201 Statistics (3)[4]

[1] COMM 110 must be taken by on campus students
[2] UNIV 100 must be taken by online students
[3] ECON 120 is required for this major
[4] MATH 201 is required for this major

GENERAL EDUCATION COURSES & MAJOR REQUIREMENTS

Business Leadership Core Requirements (27 credits)

- ☐ 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 331 Ethics (3)

Marketing Core Requirements (27 credits)

- ☐ 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)

General Elective Courses: Select (36 credits)

*select any 100-400 level Course

- ☐ _____ _____
- ☐ _____ _____
- ☐ _____ _____
- ☐ _____ _____
- ☐ _____ _____
- ☐ _____ _____
- ☐ _____ _____
- ☐ _____ _____
- ☐ _____ _____
- ☐ _____ _____

On Campus Only (15 credits)

On campus students must complete an additional 15 credits in one of the areas below. Honors courses are only available to Honors College Students.

Christianity & Culture

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

General Notes

- Check Degree Works or the Catalog for course pre-requisite information.
- Minimum C- grade for major coursework required
- 50% of major requirements must be taken at Regent University
- A minimum cumulative 2.0 GPA is required to maintain good academic standing.
- Some majors also require a minimum grade in all major courses.
- As a general rule, 100 and 200 level courses should be taken prior to upper level (300 and 400) level courses.
- A minimum of 120 credits is required.
- A minor may be completed in place of a portion of the general electives. Students must still earn 120 credits total.
- Honors & on campus students will have 15 less general elective credits due to taking the C&C minor or Honors courses.

Major Related Notes

- BUSN 320 and ECON 230 have the prerequisite of ECON 120.
- BUSN 460 and all MKTG courses have the prerequisite of BUSN 240.
- BUSN 470 has prerequisites of ACCT 205, BUSN 240, and BUSN 320.
- This program is offered on campus or online.
- Of the major core courses, MKTG 210, MKTG 250, MKTG 340, & MKTG 410 are only offered in the fall, while COMM 330, MKTG 260, MKTG 320, & MKTG 330 are only offered in the spring.

All official degree information is found in Degree Works and the Undergraduate Catalog

Degree Works (for Active Degree seeking students only)
Course Planning Tool (Active students only)
Academic Catalogs
Academic Calendar
Online Academic Advising
On-Campus Academic Advising