Business (B.S.) — Concentration in Marketing

On-Campus or Online | Regent University | College of Arts & Sciences | Minor: Christianity & Culture (On-Campus Only)

Active students should refer to their personalized Degree Works plan, and the Academic Catalog of their acceptance term for the most accurate degree requirements.

General Education Core Curriculum

	Code	Title	Hrs
	BIBLICAL WORLDVIEW: CORNERSTONE AND CAPSTONE		
☐	GENE 100	The Making of a Christian Mind [1]	3
☐	GENE 402	The Making of a Christian Leader [1]	3
	WRITTEN AND ORAL COMMUNICATION		
☐	COMM 110	Public Speaking [2]	3
☐	ENGL 101	English Composition	3
	CRITICAL THINKING AND MORAL REASONING		
☐	ENGL 102	Research and Academic Writing [3]	3
☐	GENE 250	The Making of the Christian Life	3
	QUANTITATIVE AND SCIENTIFIC LITERACY		
	Mathematics — Choose 1 from below		
☐	MATH 102	College Algebra	3
☐	MATH 211	Calculus I	4
☐	MATH 201	Statistics	3
☐	MATH 220	Discrete Mathematics	3
	Natural Science — Choose 1 from below [4]		
☐	BIOL 101	Introduction to Biology with Laboratory	4
☐	BIOL 121	General Biology I	4
☐	BIOL 201	Human Anatomy & Physiology I	4
☐	BIOL 240	Ecology	3
☐	CHEM 100	Introduction to Chemistry	3
☐	EASC 101	Introduction to Earth Science with Laboratory	4
☐	PHYS 101	Physics for Future Leaders	3
☐	PHYS 221	University Physics I	4
	LITERATURE		
☐	ENGL 205	Literature of the Western World	3
	ECONOMICS		
☐	ECON 120	Microeconomics	3
	U.S. HISTORY OR GOVERNMENT		
	U.S. History or Government — Choose 1 from below		
☐	HIST 201	U.S. History I (to 1877)	3
☐	HIST 202	U.S. History II (from 1877)	3
☐	GOVT 201	The American Republic	3
	Total Hours		**33–35**

[1] GENE 100 and GENE 402 must be taken at Regent University.

[2] Online students take UNIV 100 Regent Foundations of Success in lieu of COMM 110.

[3] Must earn C- or better in ENGL 101 before taking ENGL 102.

[4] On-campus students may choose from the full list; online students choose from BIOL 201, EASC 101, CHEM 100, BIOL 240, PHYS 101, or PHYS 221.

Major Requirements — Business (B.S.)

	Code	Title	Hrs
☐	ACCT 205	Introduction to Accounting	3
☐	BUSN 110	Introduction to Business	3
☐	BUSN 180	Foundations for Business Research and Analysis	3
☐	BUSN 240	Marketing Principles	3
☐	BUSN 250	Business Leadership and Communication	3
☐	BUSN 320	Financial Management	3
☐	BUSN 340	Business Statistics	3
☐	BUSN 370	Business Law	3
☐	BUSN 420	Management Information Systems	3
☐	BUSN 460	International Business	3
☐	BUSN 470	Strategic Management	3
☐	BUSN 491	Senior Capstone	3
☐	ECON 230	Macroeconomics	3
☐	MGMT 290	Operations Management	3
	Total Hours		**42**

Must earn C- (1.67) or better in all major courses.

Concentration: Marketing

	Code	Title	Hrs
	Marketing Coursework — Choose 4 from below		
☐	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
	Total Hours		**12**

Must earn C- (1.67) or better in all concentration courses.

Minor: Christianity & Culture (On-Campus Only)

	Code	Title	Hrs
☐	BIBL 105	Introduction to Bible	3
☐	BIBL 106	Christian Doctrine	3
☐	GENE 150	The True, the Good & the Beautiful	3
☐	HIST 207	Western Civilization I	3
☐	HIST 208	Western Civilization II	3
	Total Hours		**15**

Required for on-campus students entering with fewer than 60 transfer credits.

Graduation Requirements

✓ 120 Total credit hours, ✓ 2.0 Minimum overall GPA, ✓ C- minimum in all major & concentration courses

**Regent University has the right to add to or change this worksheet. This Degree Worksheet is an unofficial document.*