Professional Studies (B.S.) — Marketing Emphasis

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		
☐	MATH 201	Statistics [5]	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	4
☐	BIOL 240	Ecology	3
☐	CHEM 100	Introduction to Chemistry	3
☐	EASC 101	Earth Science	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 choose from the full list; online students choose from BIOL 201, EASC 101, CHEM 100, BIOL 240, PHYS 101, or PHYS 221.*

[5] *MATH 201 is required for this program.*

Major Requirements — Professional Studies

	Code	Title	Hrs
	Business or Cross-Cultural Communication — Choose 1 from below		
☐	BUSN 250	Business Leadership and Communication	3
☐	COMM 240	Cross-Cultural Communication	3
☐	ENGL 308	Business and Professional Writing	3
☐	ISYS 204	Introduction to Information Systems	3
☐	LDST 211	Foundations of Leadership: Theory and Exemplars	3
☐	LDST 431	Leading Contemporary Teams	3
☐	LDST 450	Organizational Culture and Change Dynamics	3
☐	MGMT 280	Principles of Management	3
	Ethical Leadership in the Digital Age — Choose 1 from below		
☐	MGMT 331	Ethical Leadership in the Digital Age	3
☐	LDST 331	Ethical Leadership in the Digital Age	3
	Total Hours		**27**

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

Concentration: Marketing Emphasis

	Code	Title	Hrs
	Elective Group 1 — Choose 3 courses from MKTG 100–499 (any level)		
☐	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 380	International Marketing	3
☐	MKTG 410	Consumer Behavior	3
☐	MKTG 430	Social Media Marketing	3
☐	MKTG 498	Digital Marketing Strategy	3
	Elective Group 2 — Choose 4 courses from MKTG 300–499 (must include all 4 from this level; these can overlap with Elective Group 1 selections at the 300–499 level)		
☐	MKTG 320	Marketing Research	3
☐	MKTG 330	Sales Management	3
☐	MKTG 340	e-Commerce	3
☐	MKTG 380	International Marketing	3
☐	MKTG 410	Consumer Behavior	3
☐	MKTG 430	Social Media Marketing	3
☐	MKTG 498	Digital Marketing Strategy	3
	Total Hours		**21**

The concentration requires 21 credits: 3 courses from MKTG 100–499 (any level) and 4 courses from MKTG 300–499. Courses at the 300–499 level may satisfy both groups. Consult your advisor to plan your selections.

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- (1.67) 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.*