

CENTRAL BAPTIST COLLEGE
1501 College Avenue
Conway, AR 72034

BACHELOR OF BUSINESS ADMINISTRATION
MARKETING EMPHASIS (MK)
2022-23 Catalog

Name _____

ORIENTATION - 3 hrs

_____ CBC 1301 Prin Collegiate Success

GENERAL EDUCATION CORE - 44 hrs

_____ BIB 1300 Survey of Old Testament

_____ BIB 1301 Survey of New Testament

_____ BIB 2300 Life of Christ OR

BIB 2301 Life of Paul

_____ ENG 1300 Composition I

_____ ENG 1301 Composition II*

_____ SPH 2300 Oral Communications

_____ BIO 1400 Bio for Gen Education OR

BIO 1410 Molecular & Cellular

_____ AST 1400 Astronomy OR

CHM 1400 College Chem I*OR

CHM 1404 Chem for Gen Edu OR

CHM 1410 Physiological Chem I* OR

PHY 1400 College Physics I OR

PHY 1404 Phy Sci for Gen Educ

_____ MTH 1303 College Algebra

_____ ART 2300 Art Appreciation OR

FIL 2300 Film Appreciation* OR

MUS 2300 Music Appreciation OR

THR 2300 Theatre Appreciation OR

_____ ENG 2302 World Lit I OR

ENG 2303 World Lit II

_____ HIS 1300 World History I OR

HIS 1301 World History II OR

_____ HIS 2300 American Nation I OR

HIS 2301 American Nation II OR

POS 2300 American Natl Govt OR

_____ ECO 2300 Prin of Macroeconomics* OR

ECO 2301 Prin of Microeconomics* OR

GEO 1301 Prin of Geography OR

PSY 1300 General Psychology OR

SOC 2300 Intro Sociology

LOWER DIVISION BUSINESS CORE - 21 hrs

_____ ACC 2300 Prin Accounting I

_____ ACC 2301 Prin Accounting II*

_____ BUS 2311 Business Statistics*

_____ CPS 2304 Computer Applications

_____ ECO 2300 Prin Macroeconomics*

_____ ECO 2301 Prin Microeconomics*

_____ MTH 1370 Business Calculus*

UPPER DIVISION BUSINESS CORE - 15 hrs

_____ BUS 3303 Legal Environ Business

_____ BUS 3305 Financial Mgmt*

_____ BUS 3323 Business Communications

_____ MGT 3300 Prin of Management*

_____ MKT 3300 Prin of Marketing*

MARKETING EMPHASIS - 15 hrs

_____ BUS 4310 International Business*

_____ CPS 3300 Management Info Sys

_____ MGT 4310 Prod/ Ops Management*

_____ MKT 4330 Internship OR

BUS 4100/4101/4102 Spec Prob Business

_____ MGT 4340 Bus Strategy & Policy*

12 Hrs Marketing Electives

ELECTIVES - 10 hrs

*prerequisite required

120 TOTAL HOURS

Advisor _____

Graduation Approval _____

date