

**CENTRAL BAPTIST COLLEGE**  
1501 College Avenue  
Conway, AR 72034

**BACHELOR OF BUSINESS ADMINISTRATION**  
**MARKETING EMPHASIS (MK)**  
2023-24 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

HIS 2344 Study Abroad

\_\_\_\_\_ 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