

Northwest University

Marketing - Bachelor of Arts -2014/2015

NAME _____ ID _____ REVIEWER _____ DATE _____

TOTAL CREDITS REQUIRED: 125

☐ Official Review
☐ Unofficial Review

☐ Transfer Report
☐ Graduation Audit

Transcripts Evaluated	
a _____	d _____
b _____	e _____
c _____	f _____
Credits Transferred 	

CORE CURRICULUM (60)

BIBLICAL LITERACY (12)

BIBL 1103	Old Testament Hist/Lit (3)	_____
BIBL 1203	New Testament Hist/Lit (3)	_____
BIBL 2553	Biblical Interpretation (3)	_____
THEO 1213	Christian Thought (3)	_____

WRITTEN & VERBAL COMMUNICATIONS (9)

ENGL 1013	Comp I: Expository Wrtg (3)	_____
ENGL 1023	Comp II: Rhtc/Research Wrtg (3)	_____
COMM 1213	Fund of Speech Comm (3)	_____

HUMANITIES ** (9)

6 credits of Writing Practice required

HIST _____	Any course in History (3)	_____
ENGL _____	Any course in Literature (3)	_____

3 additional credits selected from the following:

Art (ARTE), Bible (BIBL), Drama (DRAM),
English (ENGL), History (HIST),
Language (LANG), Music (MUSI),
Theology (THEO)

SOCIAL SCIENCE (9)

6 credits of Writing Practice required

Select a minimum of TWO disciplines from the following:

Business Administration (BUSM), Economics,
Communication (COMM) (except COMM 1213),
Education (EDUC), Health & Fitness (PEDU),
Management (BMGT), Marketing (BMKT),
Philosophy (PHIL), Psychology (PSYC),
Political Science (PSCI), Sociology (SOCL),
Anthropology, Geography (GEOG)

SCIENCE/MATH (7)

MATH _____	College-level Mathematics (3)	_____
SCIE _____	Science with Lab (4)	_____

FORMATION & CALLING ** (5)

UCOR 1043	Faith in Society (3)	_____
UCOR 1052	Identity and Vocation (2) **	_____
xxx UCOR 4791	Faith Integration	_____
Content met in BUSM 4403		

CORE ELECTIVES (9)

Pre-Major Requirements (9)

May be applied to the Core Curriculum

BUSM 2553	Survey of Economics (3)	_____
MATH 1203	Pre-Calculus for Business (3)	_____
MATH 2003	Intro to Statistics (3)	_____

MAJOR (52)

LOWER-LEVEL GENERAL BUSINESS COURSES (8)

BACT 2203	Financial Acctg (3)	_____
BACT 2253	Managerial Acctg (3)	_____
BUSM 2312	Business as a Profession (2)	_____

UPPER-LEVEL GENERAL BUSINESS COURSES (23)

BFIN 3603	Finance (3)	_____
BMGT 3103	Org Mngmt Theory (3)	_____
BMGT 3123	Information Sysms Mgmt (3)	_____
BMKT 3303	Marketing Theory (3)	_____
BUSM 3403	Business Law (3)	_____
BUSM 3662	Social Venture Planning (2)	_____
BUSM 4122	International Business (2)	_____
BUSM 4901	International Business Travel Tour (1)	_____
BUSM 4403	Policy and Ethics (3)	_____

MARKETING MAJOR COURSE REQUIREMENTS (12)

BMKT 3293	Advertising (3)	_____
BMKT 3433	Professional Sales/Managmnt (3)	_____
BMKT 3503	Market Research (3)	_____
BMKT 4053	Consumer Behavior (3)	_____

CONCENTRATIONS (select one) (9)

Marketing Concentration

BMKT xxx3	Marketing Elective (3)	_____
BMKT xxx3	Marketing Elective (3)	_____
BUSM 4943	Business Internship (3)	_____

Digital Marketing Concentration

BMKT 3533	Web Design and Layout (3)	_____
BMKT 4413	Online Marketing & Web Analytics (3)	_____
BUSM 4943	Business Internship (3)	_____

Professional Sales Concentration

BMKT 4173	Advanced Professional Selling (3)	_____
BUSM 4043	Business Negotiation (3)	_____
BUSM 4943	Business Internship (3)	_____

GENERAL ELECTIVES (4-13)

Notes:

** Refer to transfer policy for possible adjustments to degree requirements