

| Requirements for Major | | | | | | |
|--|---------------|---|-----------------|--------------|-----------------|--------------|
| Course Prefix | Course Number | Major Requirements (<i>Pre-Requisite</i>) | Liberal Studies | Req. Hours | Semester Taught | Earned Hours |
| BUSA | 225 | Fundamentals of Accounting and Finance | | 3 | Fall | 3 |
| BSHS | 210 | QR: Statistical Analysis | Yes | 3 | Spring | 3 |
| BUSA | 300 | Principles of Marketing | | 3 | Spring | 3 |
| BUSA | 301 | Principles of Management | | 3 | Fall | 3 |
| BUSA | 317/318 | Business Law I or II | | 3 | Fall or Spring | 3 |
| BUSA | 325 | Marketing Research | | 3 | Odd Spring | 3 |
| BUSA | 335 | Business Information Systems | | 3 | Spring | 3 |
| BUSA | 345 | Consumer Behavior | | 3 | Even Fall | 3 |
| BUSA | 360 | Business Communications | | 3 | Fall and Spring | 3 |
| BUSA | 375 | Promotional Strategy | | 3 | Odd Fall | 3 |
| BUSA | 405 | Business Finance | | 3 | Fall | 3 |
| BUSA | 445 | Strategic Management | | 3 | Spring | 3 |
| BUSA | 450 | Business Leadership and Ethics | | 3 | Fall | 3 |
| ECON | 205 | Principles of Macroeconomics | | 3 | Fall | 3 |
| ECON | 206 | Principles of Microeconomics | | 3 | Spring | 3 |
| Select Five of the Following from Various Disciplines for Marketing Communications: | | | | | | |
| BUSA | 370 | Team Building and Teamwork | | 3 | Fall | 3 |
| BUSA | 380 | Leadership and Personal Development | | 3 | Fall | 3 |
| COMM | 145 | Media Production I | | 3 | Fall | 3 |
| COMM | 200 | Media Writing | | 3 | Odd Fall | 3 |
| COMM | 240 | Public Relations I | | 3 | Fall | 3 |
| COMP | 270 | Web Programming I | | 3 | Even Fall | 3 |
| ARTS | 115 | Foundations of Graphic Applications: Req for Arts 271 | | 3 | Fall | 3 |
| ARTS | 160 | Drawing I: Req for Arts 271 | | 4 | Fall | 4 |
| ARTS | 271 | Graphic Design I | | 4 | Spring | 4 |
| ARTS | 302 | History of Graphic Design | | 3 | Odd Spring | 3 |
| EMGT | 203 | Crisis Communication | | 3 | Odd Spring | 3 |
| Total Major Hours: | | | | 60-62 | | |

| DEGREE REQUIREMENTS | | | |
|--------------------------|------------|--|--|
| BACHELOR OF ARTS: | | | |
| Foundational Courses: | 9(12) | | |
| Liberal Studies: | 24 | | |
| Major | 60-62 | | |
| ELECTIVES: | 25-27 | | |
| TOTAL GRADUATION HOURS: | 120 | | |

***Prerequisites:**

1. ACCT 203 Financial Accounting is a prerequisite of ACCT 204 Managerial Accounting
2. ENGL 120 Intro to English Comp, ENGL 121 Intermediate English Comp, and SCTH 130 Public Speaking are prerequisites of BUSA 360 Business Communication
3. ACCT 203 Financial Accounting and ACCT 204 Managerial Accounting are prerequisites of BUSA 405 Business Finance
4. ACCT 203 Financial Accounting and ACCT 204 Managerial Accounting, BUSA 300 Principles of Marketing, BUSA 301 Principles of Management, and BUSA 405 Business Finance are prerequisites of BUSA 445 Strategic Management

SUGGESTED SEQUENCE

Major: Marketing Communication

| FALL OF YEAR ONE | | | SPRING OF YEAR ONE | | |
|-------------------|------------------------|--------------|--------------------|---------------------|--------------|
| Prefix and Number | Course Title | Credit Hours | Prefix and Number | Course Title | Credit Hours |
| BUSA 100 | Intro to Business - CW | 3 | ENGL 121 | Interm English Comp | 3 |
| ENGL 120 | Intro English Comp | 3 | BUSA 150 | Personal Finance | 3 |
| INTD 105 | Wesleyan Experience | 2 | L.S. | NW | 3 |
| INTD 115 | Wesleyan Heritage | 1 | L.S. | CW | 3 |
| SCTH 130 | Public Speaking – HE | 3 | L.S. | HE | 3 |
| L.S. | PA | 3 | | | |
| | | Total 15 | | | Total 15 |

| FALL OF YEAR TWO | | | SPRING OF YEAR TWO | | |
|------------------|----------------------|----------|--------------------|----------------------|----------|
| BUSA 225 | Fund of Acct and Fin | 3 | BUSA 301 | Marketing | 3 |
| ECON 205 | Macroeconomics | 3 | ECON 206 | Microeconomics | 3 |
| | General Elective | 3 | BSHS 210 | Statistical Analysis | 3 |
| | General Elective | 3 | L.S. | NW | 3 |
| | General Elective | 3 | | General Elective | 3 |
| | | Total 15 | | | Total 15 |

| FALL OF YEAR THREE | | | SPRING OF YEAR THREE | | |
|--------------------|--------------------|----------|----------------------|--------------------|----------|
| BUSA 301 | Management | 3 | BUSA 325 | Marketing Research | 3 |
| BUSA 317 | Bus Law I | 3 | BUSA 335 | BIS | 3 |
| BUSA 345 | Consumer Behavior | 3 | | Marketing Elective | 3 |
| | Marketing Elective | 3 | | Marketing Elective | 3 |
| | General Elective | 3 | | General Elective | 3 |
| | | Total 15 | | | Total 15 |

| FALL OF YEAR FOUR | | | SPRING OF YEAR FOUR | | |
|-------------------|------------------------|----------|---------------------|--------------------|----------|
| BUSA 375 | Promotional Strat | 3 | BUSA 360 | Bus Comm | 3 |
| BUSA 405 | Finance | 3 | BUSA 445 | Strat Mngt | 3 |
| BUSA 450 | Business Lead & Ethics | 3 | | Marketing Elective | 3 |
| | Marketing Elective | 3 | | General Elective | 3 |
| | General Elective | 3 | | General Elective | 3 |
| | | Total 15 | | | Total 15 |