

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	
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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