

JUDSON UNIVERSITY

FOUR YEAR PLAN

Academic planning is the student's responsibility. This Four Year Plan is designed to be a guide to assist students as they plan their course selections. This is only a suggested schedule, and is not a substitute for a student's Degree Audit, nor the Judson University Catalog. Actual course selections should be made with the advice and approval of an academic advisor. Students should become familiar with the catalog in effect at the time at which they entered the institution. Course requirements and sequencing may vary with AP courses, transfer courses, English/math placement, or other conditions.

Bachelor of Arts in Marketing

Fall 2021				Spring 2022					
BST	110	Intro to the Christian Bible	3	THS	110	Christian Faith: Understanding & Application	3		
BUS	101	Introduction to Business	3	ENG	102	Crit Think and Writ (or ACT/SAT placement)	3		
GEN	101	Questions of Life (<24 transfer hours)	1	SPC	120	Foundations of Speech	3		
ESS	101	Wellness	1	APPREC		Gen Ed Visual and Performing Arts Elective	3		
ESS		ESS Physical Activity course	1	PSY	111	Introduction to Psychology	3		
ENG	101	Expository Writing (or ACT/SAT placement)	3	OR	SOC 151	Introduction to Sociology			
MAT	111	Math Models: Statistical and Numerical	3						
			Total	15				Total	15
Fall 2022				Spring 2023					
BUS	223	Using Excel for Analytical Analysis	3	BST		Gen Ed Biblical Studies Elective	3		
BUS	240	Economic Principles	3	HIS	261	History of Civilization I	3		
BUS	250	Management Principles*	3	BUS	255	Principles of Marketing (prereq 240)	3		
BUS	251	Financial Accounting***	3	BUS	261	Managerial Accounting***	3		
SCM		Gen Ed Science w/Lab	4	MAT	311	Probability and Statistics w/Lab**	4		
			Total	16				Total	16
Fall 2023				Spring 2024					
HIS	262	History of Civilization II	3	BUS	347	Business Communication	3		
BUS		Marketing Elective****	3	OR	PSY309	Interpersonal Relationships			
BUS	349	Corporate Finance (prereq 261)	3	OR	SPC322	Group Discussion			
BUS	253	Business Law I	3	BUS	302	Business for the Common Good (GEN 301)	3		
ELECTIVE		Any Elective	3	BUS		Marketing Elective****	3		
			Total	15	ENG	36*/37*	Gen Ed English Elective	3	
					ELECTIVE		Any Elective	3	
								Total	15
Fall 2024				Spring 2025					
GEN	401	The Good Life: Continuing the Conversation	3	BUS	410	Marketing Management	3		
BUS	462	Marketing Research	3	BUS		Marketing Elective****	3		
BUS		Marketing Elective****	3	ELECTIVE		Any Electives	9		
HIS	261	History of Civilization I	3						
ELECTIVE		Any Elective	3						
			Total	15				Total	15

NOTE: Illinois residents receiving state aid should register for 15 hours per semester.

Advising Notes:

*BUS250 Management Principles may be taken in Junior or Senior year.

**Students need MAT311 as a prerequisite to BUS462. MAT311 requires completion of 100- or 200-level introductory math course.

***Students must complete both BUS251 Financial Accounting and BUS261 Managerial Accounting before enrolling in BUS349 Corporate Finance (only offered in the fall semester).

****Students must select four marketing electives from the list below. Some courses are offered only once a year or once every other year.

BUS310 Event Planning

BUS345 Integrated Mktg Commctn

BUS346 Consumer Behavior

BUS361 Professional Selling

BUS364 Digital Marketing

BUS367 Social Media Content

BUS443 Public Relations

ESS352 Sports Marketing

BUS295/495 Internship (requires advisor approval)