

B.A. in Business (Marketing Emphasis) 2023-2024: Option 1 - CWILT

FIRST YEAR					
Fall	Credits	January Session	Credits	Spring	Credits
BIB 101 Introduction to the Bible	3	GES 160 Inquiry Seminar	3	BUS 106 Introduction to Business Applications	1
BUS 100M Business Calculus OR BUS 130 Business Problem Solving	3			GES 130 Christianity Western Culture	4
GES 125 Introduction to the Creative Arts	4			GES 140 Introduction to Wellbeing	2
Second Language (S) course *1	4			Artistic Experience (A) course	0-3
				Laboratory Science (D) course	4
				Elective	2
	14		3		13-16
SECOND YEAR					
Fall	Credits	January Session	Credits	Spring	Credits
BUS 210 Financial Accounting	4	Contemporary Western Life and Thought (L) course	3	BUS 220 Principles of Marketing	4
BUS 230 Principles of Management	4			MAT 207M Statistical Analysis	3
ECO 202 Principles of Microeconomics	2			Elective	3
ECO 203 Principles of Macroeconomics	2			World Cultures (U) course	3
THE 201 Christian Theology	3				
	15		3		13
THIRD YEAR					
Fall	Credits	January Session	Credits	Spring	Credits
BUS 315 Sales and Sales Management, BUS 319 Advertising and Promotion, or BUS 357 Principles of Digital Marketing	3	Elective	3	BUS 309 Brand Management	3
BUS 318G Global Marketing	3			ECO 301 Intermediate Microeconomics	3
BUS 326 Business Information Systems	3			BUS 324 Consumer Behavior	3
BUS 344 Managerial Finance	4			Science, Technology, and Society (K) course	3
Interpreting Biblical Themes (J) course	3			Cross-Cultural Experience (Z) course	0-3
	16		3		12-15
FOURTH YEAR					
Fall	Credits	January Session	Credits	Spring	Credits
BUS 321 Marketing Research	3	January Session off	0	BUS 420 Marketing Seminar	3
BUS 361 Business Law	3			BUS 481 Internship in Business	3-4
Business or Economics elective	3			Contemporary Christian Issues (P) course	3
Electives	6			Electives	6
	15		0		15-16
Total Credits 122-129					
*1.Students must complete through the second semester of a first year language course or equivalent.					
This program assumes a student will use BUS 100M or MAT 207M to meet the General Education Mathematics (M) course requirement.					
Most financial aid packages stipulate 12 credits/term; Minnesota state grants are reduced when credit load falls below 15 credits/semester. January Session credits are counted as part of Spring Term.					

B.A. in Business (Marketing Emphasis) 2023-2024: Option 2 - Humanities

FIRST YEAR					
Fall	Credits	January Session	Credits	Spring	Credits
BUS 100M Business Calculus OR BUS 130 Business Problem Solving	3	GES 147 Humanities II: Renaissance and Reformation	4	BIB 101 Introduction to the Bible	3
GES 140 Introduction to Wellbeing	2			BUS 106 Introduction to Business Applications	1
GES 145 Humanities I: Greco-Roman through Middle Ages	4			GES 244 Humanities III: European Enlightenment and American Culture to 1877	4
Second Language (S) course *1	4			Laboratory Science (D) course	4
				Artistic Experience (A) course	0-3
	13		4		12-15
SECOND YEAR					
Fall	Credits	January Session	Credits	Spring	Credits
BUS 210 Financial Accounting	4	Elective	3	BUS 220 Principles of Marketing	4
ECO 202 Principles of Microeconomics	2			BUS 230 Principles of Management	4
ECO 203 Principles of Macroeconomics	2			MAT 207M Statistical Analysis	3
GES 248 Humanities IV: Modern and Contemporary Western Culture	4			World Cultures (U) course	3
Elective	3				
	15		3		14
THIRD YEAR					
Fall	Credits	January Session	Credits	Spring	Credits
BUS 315 Sales and Sales Management, BUS 319 Advertising and Promotion, or BUS 357 Principles of Digital Marketing	3	Elective	3	BUS 318G Global Marketing	3
BUS 309 Brand Management	3			BUS 324 Consumer Behavior	3
BUS 344 Managerial Finance	4			BUS 326 Business Information Systems	3
Interpreting Biblical Themes (J) course	3			ECO 301 Intermediate Microeconomics	3
Science, Technology, and Society (K) course	3			Cross-Cultural Experience (Z) course	0-3
	16		3		12-15
FOURTH YEAR					
Fall	Credits	January Session	Credits	Spring	Credits
BUS 321 Marketing Research	3	January Session off	0	BUS 420 Marketing Seminar	3
BUS 361 Business Law	3			BUS 481 Internship in Business	3-4
Business or Economics Elective	3			Contemporary Christian Issues (P) course	3
Electives	6			Electives	6
	15		0		15-16
Total Credits 122-129					
*1. Students must complete through the second semester of a first year language course or equivalent.					
This program assumes a student will use BUS 100M or MAT 207M to meet the General Education Mathematics (M) course requirement.					
Most financial aid packages stipulate 12 credits/term; Minnesota state grants are reduced when credit load falls below 15 credits/semester. January Session credits are counted as part of Spring Term.					

B.A. in Business (Marketing Emphasis) 2023-2024: Sample plan entering with AA Degree

FIRST YEAR					
Fall	Credits	January Session	Credits	Spring	Credits
BIB 101 Introduction to the Bible *1	3	GES 130 Christianity Western Culture	4	BUS 230 Principles of Management	4
BUS 100M Business Calculus OR BUS 130 Business	3			BUS 210 Financial Accounting [1]	4
BUS 106 Introduction to Business Applications	1			MAT 207M Statistical Analysis	3
BUS 220 Principles of Marketing [2]	4			ECO 301 Intermediate Microeconomics	3
ECO 202 Principles of Microeconomics	2			BUS 309 Brand Management [3]	3
ECO 203 Principles of Macroeconomics [4]	2				
	15		4		17
SECOND YEAR					
Fall	Credits	January Session	Credits	Spring	Credits
BUS 318G Global Marketing	3	BUS 321 Marketing Research [5]	3	Business or Economics elective	3
BUS 315 Sales and Sales Management, BUS 319 Advertising and Promotion, or BUS 357 Principles of Digital	3			Contemporary Christian Issues (P) course [6]	3
BUS 361 Business Law [7]	3			BUS 420 Marketing Seminar	3
BUS 344 Managerial Finance [8]	4			BUS 481 Internship in Business	3
BUS 326 Business Information Systems [9]	3			BUS 324 Consumer Behavior	3
	16		3		15
Total Credits: 70 at Bethel + 60 in AA degree = 130					
*1. Must take one Biblical Foundations courses at Bethel					
This program assumes a student will use BUS 100M or MAT 207M to meet the General Education Mathematics (M) course requirement.					
Most financial aid packages stipulate 12 credits/term; Minnesota state grants are reduced when credit load falls below 15 credits/semester. January Session credits are counted as part of Spring Term.					

[1] fall, spring

Prereq: BUS 100M, BUS 130, or MAT 124M.

[2] fall, spring

Prereq: Sophomore standing or prior approval of course instructor

[3] fall, spring

Prereq: BUS220

[4] fall, spring

[5] fall, interim

Prereq: BUS 220 & MAT 207M.

[6] fall, interim, spring, occ. summer

Prereq.: GES140, GES160, THE201, & G course, Senior standing

[7] fall, spring

Prereq: BUS 230 & one other 200-level BUS course.

[8] fall, spring

BUS210

[9] fall, spring

Prereq: BUS 106 or successful completion of the Business Application Competency Assessment.