### Liberal Education:

The Liberal Education program is divided into four portals: Communication & Language Fluency, Artistic & Creative imagination, Scientific and Analytic Curiosity and World Understanding. Please see the Brenau University catalog or the Brenau University web site for a list of applicable courses for each requirement. Some majors have more than one course that can satisfy a LE requirement. In those cases, only one of those courses will list on the LE portion of the plan, however, all the courses will be noted on the reverse side of this plan. **If the student earned a previous degree (must be A.A., A.S., or Bachelor's Degree) from a regionally accredited institution, the Liberal Education section of the student’s program is considered complete.**

<table>
<thead>
<tr>
<th>World Understanding</th>
<th>Term</th>
<th>Grade</th>
<th>Course Number &amp; Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical Perspective (3 hrs)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Global Awareness (3 hrs)</td>
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<td></td>
<td></td>
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<tr>
<td>Civic Engagement (3 hrs)</td>
<td></td>
<td></td>
<td>BA 206 Microeconomics <em>(satisfied through major course)</em></td>
</tr>
</tbody>
</table>

**Scientific & Analytic Curiosity**

| Mathematics (3 hrs)            |      |       |                                                           |
| Science (7-8 hrs)              |      |       | *(Must include at least one 4 hour lab science.)*        |
| Reasoning (3-4 hrs)            |      |       | MS 205 *(satisfied through major foundation course)*     |

**Artistic & Creative Imagination**

| Fine Arts (3 hrs)              |      |       |                                                           |
| Literature (3 hrs)             |      |       |                                                           |
| Lifetime Fitness (3 hrs)       |      |       | WH _________ Title: ____________________________          |
| *(Undergraduate students not enrolled in the Women’s College may take HS 105 (3 hours) to satisfy this requirement.)* | | | LS/or LF _________ Title: ____________________________ |
|                                |      |       | LS/LF/ or WH _______ Title: ____________________________ |

**Communication & Language Fluency**

| Writing (6 hrs)                |      |       | EH 101 Written Communication *(satisfied through major foundation course)* |
|                                |      |       | EH 102 Reading & Research Writing                               |
| Speaking (3 hrs)               |      |       |                                                           |
| Modern Language (0-3 hrs)      |      |       | CH/IN/FH/or SH 102/or 115 *(or higher)*                      |
| Communication (3 hrs)          |      |       | BA 208 Business Communication *(satisfied through major course)* |

**Comments:**

______________________________________________________

______________________________________________________

**Needs math placement exam.**

**Needs English placement exam.**

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Program Plan Revised by: ____________________________ Date: ____________________________

**Revised 03/2015**
B.B.A. Degree – 2015/2016
Major: Marketing

To ensure proper course rotation, the department recommends that foundation courses are taken by the end of the sophomore year.

Foundation Courses:

- EH 101 Written Communication LE
- MS 101 College Algebra LE
- MS 205 Statistics LE

Note: Students must earn a cumulative grade point average of 2.0 and a major grade point average of 2.50. In addition, students must earn a minimum grade of C in all major courses.

Term Grade Crs # & Title

BUSINESS CORE:

- AS 100 First Year Seminar or AS 311 Professional Development
- MG 301 Management Principles
- BA 208 Business Communications LE
- AC 201 Accounting Prin I (Financial)
- AC 202 Accounting Prin II (Managerial)
- MG 318 Organizational Behavior
- BA 340 Strategic Thinking & Innovation
- HR 333 Human Resources Management

MUST TAKE MK 315 BEFORE MARKETING MAJOR COURSES:

- MK 315 Marketing Principles
- BA 303 Business Statistics (MS 205 prerequisite)
- BA 206 Microeconomics LE
- BA 417 Business Ethics
- BA 207 Macroeconomics
- BA 316 Legal Environment of Business
- BA 327 Managerial Finance
- BA 470 Value Chain Management
- BA 499 Business Capstone

MARKETING MAJOR COURSES:

- MK 311 Advertising Management
- MK 412 Sales Management
- MK 414 Consumer Behavior
- MK 418 Marketing Research
- MK 472 International Marketing
- MK 473 Marketing Management

LE – Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.

Electives: Electives are not listed on the program plan by the Admissions Office, however all courses are posted to the student’s transcript. Electives needed for graduation can be calculated simply by:

Adding
The total number of hours on the student’s transcript (available in CampusWEB)
- hours earned for courses taken at the developmental level
+ courses currently registered for
+ courses still outstanding.

A minimum of 120 semester hours is required to graduate from Brenau University. After completing liberal education and major requirements, if the total number of hours on the student’s transcript is not at 120, then the student must take enough general elective hours to reach a cumulative total of 120 hours. If a course is repeated, it is the student’s responsibility to contact the Registrar’s Office to adjust the earned hours on their transcript so that they are not short hours at graduation. Due to placement, a student may graduate with more than 120 semester hours.

Financial aid recipients cannot receive aid for courses repeated unnecessarily or for courses not specifically required for their degree.

Residency requirement:
A residency requirement of 30 semester hours is required to graduate from Brenau University. This includes a major residency of 21 semester hours.

Note: This program plan is not an official document. It is a tool to assist the student and adviser in schedule planning.

This program plan was prepared by the Registrar’s Office. Revised 07/2015