

**Schreiner University**  
Bachelor of Business Administration  
*Marketing*

**SUGGESTED FOUR-YEAR PLAN BEGINNING 2008-2009**

This curriculum guide is intended for use in coordination with corresponding degree plan and course rotations

Sample Options

**Fall Semester 1**

MATH 1311 – Finite Mathematics  
BSAD 1301 – Introduction to Business  
ENGL 1301 – Rhetoric and Composition  
HIST (3)  
IDST 1101 – Freshman Seminar  
EXSI 1201 – Individualized Fitness  
UNIV 0101 – University Studies

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*15 Credits*

**Fall Semester 2**

ECON 2301 – Principles of Economics I  
LANG 1401 – (French, German or Spanish)  
ACCT 2301 – Introduction to Financial Accounting  
IDST 2205 – Critical Thinking  
IS 2320 – Fundamentals of Information Systems

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*15 Credits*

**Fall Semester 3**

BSAD 3310 – Legal Environment of Business  
BSAD 3320 – Principles of Marketing  
IDST 3260 – The Aesthetic Experience  
ENGL 3303 – Technical Communication  
ART 1301 – Principles of Two-Dimensional Design

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*14 Credits*

**Fall Semester 4**

BSAD 3301 – Computer Graphics  
BSAD 3321 – Advertising  
BSAD 4351 – Quantitative Methods in Business  
BSAD 4322 – Professional Selling  
IS 3310 – Electronic Business

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*15 Credits*

Sample Options

**Spring Semester 1**

HIST (3)  
POLS 2301 – American Government (National and Texas)  
IS 2301 – Computer Concepts and Applications  
SCIENCE (4)  
ENGL 1302 – Literature and Composition

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*16 Credits*

**Spring Semester 2**

ECON 2302 – Principles of Economics II  
LANG 1402 – (French, German or Spanish)  
ACCT 2302 – Introduction to Managerial Accounting  
IS 2330 – Productivity Software  
COMM 2301 – Communication

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*16 Credits*

**Spring Semester 3**

MATH 3330 – Applied Statistics  
PHIL 1310, 2311  
or RELI 2311  
BSAD 3322 – International Marketing  
BSAD 3360 – Principles of Finance  
BSAD 3331 – Principles of Management

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*15 Credits*

**Spring Semester 4**

BSAD 4332 – Retail Management  
BSAD 4321 – Business Research  
BSAD 4398 – Professional Internship in Business  
or BSAD 4399 – Senior Project in Business  
BSAD Upper Level Business (3)  
IDST 4240 – Global Issues in a Cultural Context

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*14 Credits*

**TOTAL Credits - 120**