

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

**SUGGESTED FOUR-YEAR PLAN BEGINNING 2011-2012**

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

Sample Options

**Fall Semester 1**

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

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*15 Credits*

**Fall Semester 2**

ACCT 2301 – Introduction to Financial Accounting  
BSAD 2331 – Economics  
Elective (3)  
IDST 2305 – Perspectives in Critical Thinking  
LANG 1401 – (French, German or Spanish)

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*16 Credits*

**Fall Semester 3**

BSAD 3310 – Legal Environment of Business  
BSAD 3320 – Principles of Marketing  
Elective (3)  
ENGL 3303 – Technical Communication  
IDST 3360 – The Creative Experience

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*15 Credits*

**Fall Semester 4**

BSAD 3321 – Advertising  
BSAD 3331 – Principles of Management  
BSAD 4331 – Business Strategies  
or BSAD 4342 – Entrepreneurship  
IDST 4340 – Problems & Issues in a Global Society  
IS 3310 – Electronic Business

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*15 Credits*

Sample Options

**Spring Semester 1**

ART 1301 – Principles of Two-Dimensional Design  
ENGL 1302 – Literature and Composition  
HIST (3)  
POLS 2301 – American Government (National and Texas)  
Science (4)

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*16 Credits*

**Spring Semester 2**

ACCT 2302 – Introduction to Managerial Accounting  
COMM 2301 – Communication  
IS 2331 – Decision Making with Excel  
LANG 1402 – (French, German or Spanish)  
PHIL 2311 – Business Ethics

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*16 Credits*

**Spring Semester 3**

BSAD (3, Upper level)  
BSAD 3322 – International Marketing  
BSAD 3301 – Computer Graphics  
BSAD 3360 – Principles of Finance  
MATH 3330 – Applied Statistics

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*15 Credits*

**Spring Semester 4**

BSAD 4321 – Business Research  
BSAD 4322 – Professional Selling  
or BSAD 4332 – Retail Management  
BSAD 4351 – Quantitative Methods in Business  
BSAD 4398 – Professional Internship in Business  
or BSAD 4399 – Senior Project in Business

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*12 Credits*

**TOTAL Credits - 120**