



Student Name: _____

Student ID: _____

Business Core Requirements

- ____ ACC 241 3 Accounting Principles I
- ____ ACC 242 3 Accounting Principles II
- ____ ECO 201 3 Principles of Microeconomics
- ____ ECO 202 3 Principles of Macroeconomics
- ____ FIN 361 3 Corporate Finance
- ____ MGT 201 3 Introduction to Business
- ____ MGT 311 3 Business Law
- ____ MGT 352 3 Management Analysis and Practice
- ____ MGT 452 3 Strategic Management
- ____ MKT 231 3 Principles of Marketing

Additional Major Requirements

- ____ MAT 210 4 Introductory Statistics

Select one course from the following:

- ____ MGT 260 3 Business Systems Applications (*recommended*)
- ____ SYS 120 4 Introduction to Problem Solving

Select one course from the following:

- ____ MAT 110 3 Finite Mathematics (*recommended*)
- ____ MAT 151 4 Calculus I

Marketing Core Requirements

- ____ MKT 390 3 Digital Marketing
- ____ MKT 393 4 Practicum
- ____ MKT 410 3 Marketing Research
- ____ MKT 445 3 Best Practices in Marketing
- ____ MKT 460 3 Consumer Behavior

Total Major Hours Required: 62-64

Marketing Electives

Select 6 additional hours from the following:

- ____ CAC 345 3 Social Media Strategy
- ____ ENT 310 3 Creativity and Concept Development
- ____ MKT 312 3 Professional Selling
- ____ MKT 313 3 Services and Experience Marketing
- ____ MKT 380 3 International Marketing
- ____ MKT 412 3 Integrated Marketing Communications
- ____ MKT 430 3 Advanced Digital Marketing
- ____ MKT 451 3 Marketing Analytics
- ____ PBR 261 3 Introduction to Public Relations

Language Requirement for BA Degree – Complete four courses in one language option.

Spanish Hebrew Greek French Chinese Korean Other: _____

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|----------------------------|----------------------------------------------------|---------------------------------------------------|
| ____ 101 4 Elementary I | ____ GRK 201 4 Elementary New Testament Greek | ____ HEB 211 3 Elementary Old Testament Hebrew I |
| ____ 102 4 Elementary II | ____ GRK 202 4 Elementary New Testament Greek | ____ HEB 212 3 Elementary Old Testament Hebrew II |
| ____ 201 3 Intermediate I | ____ GRK 301 3 Greek Grammar and Syntax | ____ HEB 311 3 Hebrew Syntax and Lexicography |
| ____ 202 3 Intermediate II | ____ GRK 302 3 Exegesis of the Greek New Testament | ____ HEB 312 3 Hebrew Exegesis |

Degree Requirements

- 128 minimum hours and 42 minimum upper-division hours (3XX/4XX course numbers).
- Fifty percent of the minimum hours must be completed at Taylor—64 hours.
- Fifty percent of the major/minor hours must be completed at Taylor.
- 22 of the last 30 hours earned must be completed at Taylor.
- Cumulative GPA of 2.0; major GPA of 2.3 (higher GPA may be required in certain curricula). (See current catalog for policy).
- All foundational core, major, minor, and proficiency requirements must be completed (including Senior Comprehensive Exam/Paper/Project).
- Two years of one foreign language is required for the BA degree.
- Candidates for 2 degrees must complete a minimum of 158 semester hours and meet all requirements for 2 different majors.