



Ferrum College Eight-Semester Plans

FERRUM COLLEGE B.S. DEGREE IN BUSINESS ADMINISTRATION – Marketing

FRESHMAN (FALL)

Course Number	Credits
BUS 230 Computer Applications	3
Liberal Arts Core (Fine Arts)	3
ECO 201 Macroeconomics	3
GWS 101 Freshmen Gateway Seminar	2
ENG 101 Comp and Rhetoric (grade of “C” or higher required)	3
TOTAL	14

FRESHMAN (SPRING)

Course Number	Credits
MTH 111 Pre-Calculus I	3
Liberal Arts Core (Lab Science)	2
ECO 202 Microeconomics	3
Liberal Arts Core (History)	3
ENG 102 Comp and Research (grade of “C” or higher required)	3
TOTAL	14

SOPHOMORE (FALL)

Course Number	Credits
ACC 201 Accounting I	3
MTH 208 Statistics or ANA-271 Bus Statistics Software	3
Liberal Arts Core (Literature)	3
Liberal Arts Core (History)	3
Liberal Arts Core (REL/PHI)	3
Liberal Arts Core (Activity)	1
TOTAL	16

SOPHOMORE (SPRING)

Course Number	Credits
ACC 202 Accounting II	3
Speaking Intensive (SI) (grade of “C” or higher required)	3
Liberal Arts Core (Lab Science)	4
Elective for Minor or Additional Emphasis	3
Liberal Arts Core (Bible-based)	3
E-term	3
TOTAL	19

JUNIOR (FALL)

Course Number	Credits
Writing Intensive (WI) (grade of “C” or higher required)	3
BUS 311 Marketing	3
BUS 308 Business Communications	3
Major Elective	3
Major Elective @ 300-400 Level	3
TOTAL	15

JUNIOR (SPRING)

Course Number	Credits
BUS 305 Professional Selling or BUS 410 Marketing Research (odd)	3
BUS 315 Business Law	3
BUS 313 Business Finance	3
Experiential: BUS 190, 290, 291, 292, or ACC 290, 390 (BUS 499 Internship for 3 credits may also meet)	1
Elective for Minor or Additional Emphasis	3
TOTAL	13

SENIOR (FALL)

Course Number	Credits
BUS 304 Advertising	3
BUS 330 Quantitative Methods	3
Major Elective @ 300-400 Level	3
BUS 303 Principles of Management	3
BUS 316 Retail Management	3
TOTAL	15

SENIOR (SPRING)

Course Number	Credits
BUS 498 Senior Seminar (WI) (grade of “C” or higher required)	3
BUS 305 Professional Selling or BUS 410 Marketing Research (odd)	3
Major Elective @ 300-400 Level	3
Elective for Minor or Additional Emphasis	3
Elective for Minor or Additional Emphasis	3
TOTAL	15

TOTAL HOURS REQUIRED FOR FERRUM COLLEGE B.S. DEGREE IN BUSINESS ADMINISTRATION – Marketing: 121