



**COLLEGE OF ARTS & SCIENCES**  
**Bachelor of Science in Marketing**

Spring and Summer 2026 Approved Degree Worksheet

**GENERAL EDUCATION COURSES (33-34 CREDITS)**

**Biblical Worldview: All Required**

- ☐ GENE 100 The Making of a Christian Mind (3)
- ☐ GENE 402 The Making of a Christian Leader (3)

**Communication: 6 credits**

- ☐ COMM 110 Public Speaking (3) Campus Only<sup>1</sup>
- ☐ UNIV 100 Regent Foundations of Success (3) Online Only<sup>2</sup>
- ☐ ENGL 101 English Composition (3)

**Critical Thinking & Moral Reasoning: 6 credits**

- ☐ ENGL 102 Research & Academic Writing (3)
- ☐ GENE 250 The Making of the Christian Life (3)

**Cultural Foundations - Literature: 3 credits**

- ☐ ENGL 205 Literature of the Western World (3)

**Cultural Foundations - Economics: 3 credits**

- ☐ ECON 120 Microeconomics (3)<sup>3</sup>

**Cultural Foundations - U.S. History or Government: 3 credits**

- ☐ HIST 201 U.S. History I (to 1877) (3)
- ☐ HIST 202 U.S. History II (from 1877) (3)
- ☐ GOVT 201 The American Republic (3)

**Quantitative & Scientific Literacy - Natural Science: 3-4 credits**

- ☐ BIOL 101 Introduction to Biology with Laboratory (4)
- ☐ BIOL 121 General Biology I (4)
- ☐ EASC 101 Intro to Earth Science w/Lab (4) Online only
- ☐ BIOL 201 Human Anatomy and Physiology I (4)
- ☐ CHEM 100 Introduction to Chemistry (3)
- ☐ BIOL 240 Ecology (3)
- ☐ PHYS 101 Physics for Future Leaders (3)
- ☐ PHYS 221 University Physics I (4)

**Quantitative & Scientific Literacy - Math: 3 credits**

- ☐ MATH 201 Statistics (3)<sup>4</sup>

<sup>1</sup>COMM 110 must be taken by on campus students

<sup>2</sup>UNIV 100 must be taken by online students

<sup>3</sup>ECON 120 is required for this major

<sup>4</sup>MATH 201 is required for this major

## **GENERAL EDUCATION COURSES & MAJOR REQUIREMENTS**

### **Business Leadership Core Requirements (27 credits)**

- ☐ ACCT 205 Introduction to Accounting (3)
- ☐ BUSN 240 Marketing Principles (3)
- ☐ BUSN 320 Financial Management (3)
- ☐ BUSN 370 Business Law (3)
- ☐ BUSN 460 International Business (3)
- ☐ BUSN 470 Strategic Management (3)
- ☐ COMM 330 Communicating in the 21st Century (3)
- ☐ ECON 230 Macroeconomics (3)
- ☐ LDST/MGMT 330 Ethics (3)

### **Marketing Core Requirements (27 credits)**

- ☐ MKTG 210 Advertising and Promotion (3)
- ☐ MKTG 250 Public Relations (3)
- ☐ MKTG 260 Retail Management (3)
- ☐ MKTG 320 Marketing Research (3)
- ☐ MKTG 330 Sales Management (3)
- ☐ MKTG 340 e-Commerce (3)
- ☐ MKTG 410 Consumer Behavior (3)
- ☐ MKTG 430 Social Media Marketing (3)
- ☐ MKTG 498 Digital Marketing Strategy (3)

### **On Campus Only (15 credits)**

On campus students must complete an additional 15 credits in one of the areas below. Honors courses are only available to Honors College Students.

#### **Christianity & Culture**

- ☐ BIBL 105 Introduction to the Bible (3)
- ☐ BIBL 106 Christian Doctrine (3)
- ☐ GENE 150 The Good, True, & Beautiful (3)
- ☐ HIST 207 Western Civilization I (3)
- ☐ HIST 208 Western Civilization II (3)

### **General Elective Courses: Select (36 credits)**

\*select any 100-400 level Course

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#### **Honors College**

- ☐ HONS 150 The Good Person (3)
- ☐ HONS 200 The Great Family (3)
- ☐ HONS 250 The Just Society (3)
- ☐ HONS 300 The Exceptional Country (3)
- ☐ HONS 350 The Flourishing World (3)

### General Notes

- Check Degree Works or the Catalog for course pre-requisite information.
- Minimum C- grade for major coursework required
- 50% of major requirements must be taken at Regent University
- A minimum cumulative 2.0 GPA is required to maintain good academic standing.
- Some majors also require a minimum grade in all major courses.
- As a general rule, 100 and 200 level courses should be taken prior to upper level (300 and 400) level courses.
- A minimum of 120 credits is required.
- A minor may be completed in place of a portion of the general electives. Students must still earn 120 credits total.
- Honors & on campus students will have 15 less general elective credits due to taking the C&C minor or Honors courses.

### Major Related Notes

- BUSN 320 and ECON 230 have the prerequisite of ECON 120.
- BUSN 460 and all MKTG courses have the prerequisite of BUSN 240.
- BUSN 470 has prerequisites of ACCT 205, BUSN 240, and BUSN 320.
- This program is offered on campus or online.
- Of the major core courses, MKTG 210, MKTG 250, MKTG 340, & MKTG 410 are only offered in the fall, while COMM 330, MKTG 260, MKTG 320, & MKTG 330 are only offered in the spring.

***All official degree information is found in Degree Works and the Undergraduate Catalog***

[Degree Works \(for Active Degree seeking students only\)](#)

[Course Planning Tool \(Active students only\)](#)

[Academic Catalogs](#)

[Academic Calendar](#)

[Academic Advising](#)