

MARKETING @ Campbell University			
Name: _____		ID#: _____	
		Year 1	
Fall Semester		Spring Semester	
ENGL 101 - Academic Writing I	3	ENGL 102 - Academic Writing II	3
HIST 111 or 112 - Western Civilization	3	RELG 125 - Introduction to Christianity	3
MATH 111 - College Algebra	3	MATH 160 - Statistics	3
PE 185 - Lifetime Wellness	2	Science Elective	4
*BADM 100 - New Student Forum	1	Elective	3
Fine Arts 131 (Art, Music, Theatre)	3	CUC 100 - CU Connections	0.5
CUC 100 - CU Connections	0.5		
<i>Meet Foreign Language Requirement</i>			
<i>Total Semester Hours</i>		<i>Total Semester Hours</i>	16.5
15.5			
		Year 2	
Fall Semester		Spring Semester	
ACCT 215 - Financial Accounting	3	ACCT 216 - Managerial Accounting	3
BADM 221 - Business Law	3	BADM 222 - Business Law II	3
BADM 200 - Philosophy of Business	3	ECON 202 - Macroeconomics	3
ENGL Elective (200+)	3	BADM 236 - Comm & Critical Thinking	3
ECON 201 - Microeconomics	3	Elective	3
CUC 200- CU Connections	0.5	CUC 200 - CU Connections	0.5
<i>Total Semester Hours</i>		<i>Total Semester Hours</i>	15.5
15.5			
		Year 3	
Fall Semester		Spring Semester	
BADM 325 - Management Information System	3	BADM 441 - Retail Management	3
BADM 314 - Corporate Finance	3	BADM 574 - Consumer Behavior	3
BADM 331 - Principles of Management	3	BADM 345 - Quantitative Methods	3
BADM 313 - Principles of Marketing	3	BADM 572 - Global Marketing	3
PSYC 222 - General Psychology	3	Elective (open electives can be any course)	3
<i>Total Semester Hours</i>		<i>Total Semester Hours</i>	15
15			
		Year 4	
Fall Semester		Spring Semester	
BADM 442 - Advertising	3	BADM 570 - Professional Selling	3
BADM 340 - Services Marketing	3	BADM 445 - Marketing Research	3
BADM 467 - Strategic Marketing	3	Elective	3
Humanities (ENGL, HIST, RELG, PHIL, Lang.)	3	Elective	3
Elective	3	Elective	3
Elective	1		
<i>Total Semester Hours</i>		<i>Total Semester Hours</i>	15
16			

*This is a sample curriculum. Students need to check their WebAccess audit & meet with adviser each semester to stay on track.*

*Students must meet all of the program requirements and have at least 124 hours to graduate.*

*\*A first year seminar course is required for all Campbell students, with the exception of transfer students.*

*BADM 100, CUCS 100, PHARM 100, or NURS 100 will meet this requirement.*

*Last Update: July 2015*