

CENTENARY UNIVERSITY
B.S. IN BUSINESS ADMINISTRATION: SOCIAL MEDIA MARKETING
RECOMMENDED FOUR-YEAR SEQUENCE

Course #	Title	Credits	Completed
<u>YEAR 1 (FALL)</u>			
___ 1105	Broad, Enduring Interest	4	_____
BUS 1205	Nature of Work	2	_____
STEM	Statistics I (MTH 1501)	4	_____
LAS 1305	Wellness	2	_____
WRI 1001/1002	Comp & Rhet I or Comp Rhet II	4	_____
BUS 1005	Business Applications	2	_____
<u>YEAR 1 (SPRING)</u>			
BUS 1010	Principles of Management	4	_____
Culture & Soc	Social Responsibility in Business (BUS 1050)	4	_____
BUS 1502	Business Statistics	4	_____
ECO 1001	Economics	4	_____
<u>YEAR 2 (FALL)</u>			
ACC 2101	Principles of Accounting I	4	_____
BUS 2010	Principles of Marketing	4	_____
BUS 2050	Social Media Marketing	4	_____
COM 2001	Public Speaking	4	_____
<u>YEAR 2 (SPRING)</u>			
ACC 2102	Principles of Accounting II	4	_____
BUS 2020	Management Information Systems	4	_____
BUS 2030	Principles of Finance	4	_____
WRI 1002/2012	Composition and Rhetoric II or Advanced Composition	4	_____
<u>YEAR 3 (FALL)</u>			
BUS 3010	Business Law	4	_____
BUS 3045	Digital Advertising	4	_____
STEM	STEM Engagement	4	_____
ELECTIVE	Elective (Business)	2	_____
<u>YEAR 3 (SPRING)</u>			
BUS 3030	Organizational Behavior	4	_____
BUS 3055	Digital Analytics	4	_____
Culture & Soc	Creative Expression & Creative Self	4	_____
ELECTIVE	Elective (Business)	4	_____
<u>YEAR 4 (FALL)</u>			
ELECTIVE	Elective (Business)	4	_____
ELECTIVE	Elective	4	_____
Culture & Soc	Cultural Understanding in a Global Context	4	_____
<u>YEAR 4 (SPRING)</u>			
BUS 4010	Business Strategy	4	_____
BUS 4050	Social Media Strategy and Consulting	4	_____
ELECTIVE	Elective	4	_____
Total Credits		120	

1. If student does not qualify for MTH1501 in first semester, BUS1005 should be deferred to the Spring semester.

STUDENT NAME: _____

DATE: _____

<u>UNIVERSITY CORE REQUIREMENTS (40 CR)</u>	<u>GRADE</u>	<u>BUSINESS ADMINISTRATION MAJOR (74 CREDITS)</u>		
<u>Academic Foundations (8 Credits)</u>		<u>BUSINESS ADMIN CORE (46 CREDITS)</u>		
____ 1105 Broad, Enduring Interest	4CR	ACC 2101 PRIN. OF ACCOUNTING I	4CR	_____
BUS 1205 Nature of work	2CR	ACC 2102 PRIN. OF ACCOUNTING II	4CR	_____
LAS 1305 Wellness	2CR	BUS 1005 BUSINESS APPLICATIONS	2CR	_____
		BUS 1010 PRIN. OF MANAGEMENT	4CR	_____
		BUS 1050 SOCIAL RESPNSBLTY IN BUS	4CR	X SEE Culture & Soc
<u>Communication (12 Credits)</u>		BUS 1502 BUSINESS STATISTICS	4CR	_____
<i>(Written Communication requires C- or Better)</i>		BUS 2010 PRIN. OF MARKETING	4CR	_____
WRI-1001 or WRI 1002	4CR	BUS 2020 MGMT. INFO SYSTEMS	4CR	_____
WRI 1002 or WRI 2012	4CR	BUS 2030 PRIN. OF FINANCE	4CR	_____
COM 2001 Public Speaking	4CR	BUS 3010 BUSINESS LAW	4CR	_____
		BUS 3030 ORGANIZAT'L BEHAVIOR	4CR	_____
		BUS 4010 BUSINESS STRATEGY	4CR	_____
		ECO 1001 ECONOMICS	4CR	_____
		<u>SOCIAL MEDIA MARKETING CONCENTRATION COURSES (16 CREDITS)</u>		
<u>STEM Engagement (8 Credits)</u>		BUS 2050 SOCIAL MEDIA MARKETING	4CR	_____
MTH 1501 Statistics I	4CR	BUS 3045 DIGITAL ADVERTISING	4CR	_____
_____	4CR	BUS 3055 DIGITAL ANALYTICS	4CR	_____
		BUS 4050 SOC MED STRAT & CONSLTNG	4CR	_____
		<u>BUSINESS ELECTIVES (12 CREDITS)</u>		
<u>Culture & Society (12 Credits)</u>		_____	4CR	_____
_____	4CR	_____	4CR	_____
Cultural Understanding in a Global Context		_____	4CR	_____
BUS 1050 Social Resp in Business	4CR			
(Social & Community Responsibility)		<u>GENERAL ELECTIVES (6 Credits)</u>		
_____	4CR	Electives may be chosen from any discipline, career or liberal arts.		
Creative Expression & Creative Self		_____	4CR	_____
		_____	2CR	_____

TOTAL NUMBER OF CREDITS: 120

Notes:

- To earn a Bachelor degree, all graduates must successfully complete a minimum of 120 credit hours.
- Minimum of 30 credits must be taken at Centenary University.
- All graduates must have a minimum cumulative grade point average of 2.0 or above.
- All graduates must have a minimum of 2.0 GPA in their major(s).
- Courses that are special topic listed in the title, typically ending with a 99, are repeatable. Courses are counted multiple times and do not replace grades of the previous special topic course.
- Credits can only be shared between the core and the major or core and minor requirements. Shared credits within the core requirements is not allowed.
- BUS1000 is taken by transfer students in lieu of BUS 1205 Nature of Work. BUS1000 may be waived if the transfer student has transferred in advanced business courses. A suitable course may then be substituted for this core requirement.