

2020-2021 Southeastern University - Unrestricted Education Catalog

Southeastern University

Bachelor of Business Administration - Marketing Communication - Online

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[Bachelor of Business Administration - Marketing Communication - Online - Four-Year Plan](#)

Foundational Core - 56 Hours

Spiritual Formation - 10 Hours

- [CORE 1001 - COLLEGE AND CHRISTIAN CALLING](#) Credits: 1
- [BIOT 1433 - OLD TESTAMENT INTERPRETATION](#) Credits: 3
- [BINT 1533 - NEW TESTAMENT INTERPRETATION](#) Credits: 3
- [THEO 2123 - CHRISTIAN THOUGHT AND PRACTICE](#) Credits: 3

Christian Responsibility - 12 Hours

- [CORE 1503 - PERSONAL STEWARDSHIP](#) Credits: 3
- [CORE 2013 - HUMAN DIVERSITY AND CHRISTIAN COMMUNITY](#) Credits: 3
- [THEO 3123 - INTRODUCTION TO ETHICS](#) Credits: 3
- [BBUS 4113 - WORKPLACE ETHICS AND SOCIAL RESPONSIBILITY](#) Credits: 3

Intellectual and Practical Skills - 15 Hours

- [DCOM 1433 - FUNDAMENTALS OF SPEECH](#) Credits: 3
- [ENGL 1133 - ENGLISH COMPOSITION I](#) Credits: 3
- [ENGL 1233 - ENGLISH COMPOSITION II](#) Credits: 3

Mathematics - 6 Hours

- [MATH 1213 - COLLEGE ALGEBRA](#) Credits: 3
- [MATH 2023 - INTRODUCTION TO PROBABILITY AND STATISTICS](#) Credits: 3

Engaging Human Culture and the Natural World - 19 Hours

- [ENGL 2133 - WI: INTRODUCTION TO LITERATURE](#) Credits: 3
- [BBUS 2203 - INTRODUCTION TO ECONOMICS](#) Credits: 3

History Elective (select one):

- [HIST 2013 - AMERICAN HISTORY TO 1877](#) Credits: 3
- [HIST 2023 - AMERICAN HISTORY 1877 TO PRESENT](#) Credits: 3
- [HIST 1033 - WORLD CIVILIZATION TO 1600](#) Credits: 3
- [HIST 1043 - WORLD CIVILIZATION SINCE 1600](#) Credits: 3
- [PPOL 2413 - UNITED STATES GOVERNMENT](#) Credits: 3

Humanities Elective (select one):

- [HUMS 2233 - INTRODUCTION TO HUMANITIES](#) Credits: 3
- [HUMS 2033 - THEATRE APPRECIATION](#) Credits: 3
- [MUSC 1013 - ELEMENTS OF MUSIC](#) Credits: 3

Behavioral Science (select one):

- [PSYC 1133 - INTRODUCTION TO PSYCHOLOGY](#) Credits: 3
- [PSYC 1233 - PERSONAL AND SOCIAL ADJUSTMENT](#) Credits: 3

Natural Science Elective (select one):

- [NSCI 1034 - LIFE SCIENCE LECTURE/LAB](#) Credits: 4
- [NSCI 2704 - INTRODUCTION TO FORENSIC SCIENCE \(LECTURE & LAB\)](#) Credits: 4
- [BIOL 1334 - ESSENTIALS OF HUMAN ANATOMY & PHYSIOLOGY LECTURE/LAB](#) Credits: 4

Business Pre-Core - 18 Hours

- [BBUS 1003 - INTRODUCTION TO BUSINESS CONCEPTS](#) Credits: 3
- [BBUS 1333 - INTRO TO SPREADSHEETS](#) Credits: 3
- [BBUS 2003 - DESIGN THINKING FOR BUSINESS](#) Credits: 3
- [BBUS 2113 - WI: BUSINESS COMMUNICATION](#) Credits: 3
- [BBUS 2133 - ESSENTIALS OF FINANCIAL ACCOUNTING](#) Credits: 3
- [LDRS 2123 - PRINCIPLED LEADERSHIP](#) Credits: 3

Business Core - 28 Hours

- [BBUS 2433 - DATA MANAGEMENT AND ANALYSIS](#) Credits: 3
- [BBUS 3103 - ESSENTIALS OF FINANCE](#) Credits: 3
- [BBUS 3153 - GLOBAL BUSINESS MANAGEMENT](#) Credits: 3
- [BBUS 3203 - WI: ESSENTIALS OF MANAGEMENT](#) Credits: 3
- [BBUS 3303 - ESSENTIALS OF MARKETING](#) Credits: 3
- [BBUS 3403 - ESSENTIALS OF BUSINESS LAW](#) Credits: 3
- [BBUS 2233 - ESSENTIALS OF MANAGERIAL ACCOUNTING](#) Credits: 3
- [BBUS 3853 - ESSENTIALS OF MANAGEMENT OF INFORMATION SYSTEMS](#) Credits: 3
- [BBUS 4603 - STRATEGIC MANAGEMENT](#) Credits: 3
- [BBUS 4141 - BUSINESS SENIOR SEMINAR](#) Credits: 1

Marketing Communication Track - 12 Hours

- [DCOM 3523 - DIGITAL LAYOUT AND DESIGN](#) Credits: 3
- [DCOM 3793 - DIGITAL MARKETING AND ANALYTICS](#) Credits: 3
- [DCOM 3823 - WEB PAGE DESIGN](#) Credits: 3

Choose one of the following electives - 3 Hours

- [DCOM 1533 - SURVEY OF DIGITAL MEDIA AND DESIGN](#) Credits: 3
- [DCOM 2023 - PHOTOGRAPHY](#) Credits: 3
- [DCOM 2423 - WRITING FOR DIGITAL MEDIA](#) Credits: 3
- [DCOM 4083 - ADVANCED DIGITAL IMAGING](#) Credits: 3
- [DCOM 4093 - ADVERTISING DESIGN](#) Credits: 3
- [DCOM 4113 - ADVANCED ILLUSTRATION](#) Credits: 3
- [DCOM 4183 - INTERNATIONAL PHOTOJOURNALISM AND VISUAL STORYTELLING \(STUDY ABROAD\)](#)
Credits: 3

General Electives - 6 Hours

General Electives are any courses that do not satisfy any specific course requirements of your program and which you have not previously taken.

Total Program Hours - 120 Credit Hours
