

LMU|Lincoln Memorial University

Bachelor of Business Administration in Marketing¹

Roane State Community College

Associate of Science-General Transfer (Business Focus)

Freshman Year – Fall Semester

Course Title	Cr	✓
COLS 1010 College to Career	3	
ENGL 1010 Comp I	3	
COMM 2025 Fund. of Communication	3	
MATH Elective	3-4	
Natural Science Elective	4	
Total	16-17	

Sophomore Year – Fall Semester

Course Title	Cr	✓
Literature Elective	3	
History Elective	3	
Humanities Elective	3	
ACCT 1010 (Elective)	3	
Elective ²	3	
Total	15	

Freshman Year – Spring Semester

Course Title	Cr	✓
ENGL 1020 Comp II	3	
Natural Science Elective	4	
ECON 2100 Prin. of Macroeconomics (Social/Behavioral Science Elective)	3	
Humanities Elective	3	
Elective ²	3	
Total	16	

Sophomore Year – Spring Semester

Course Title	Cr	✓
History Elective	3	
ECON 2200 Prin. of Microeconomics (Social/Behavioral Science Elective)	3	
ACCT 1020 (Elective)	3	
Electives ²	4	
Total	13	

Lincoln Memorial University

Junior Year – Fall Semester

Course Title	Cr	✓
BUSN 270 Business Statistics	3	
LNCN 100 Lincoln's Life & Legacy	1	
BUSN 260 Business Analysis Tools	3	
MKTG 300 Prin. of Marketing	3	
ISYS 315 Fundamentals of Info Sysms	3	
BUSN 250 Social & Ethical Env. of BUSN	3	
Total	16	

Junior Year-Spring Semester

Course Title	Cr	✓
CIVX 300 American Civics	2	
FIN 360 Corporate Finance	3	
MGMT 300 Prin. of MGMT	3	
BUSN 350/350X Business Comm.	3	
MKTG 330 Consumer Behavior ³	3	
MKTG 430 Marketing MGMT ³	3	
Total	17	

Senior Year – Fall Semester

Course Title	Cr	✓
BSAN 300 Fund of Business Analytics	3	
MKTG 310 Advertising ³	3	
MKTG 340 Brand Management ³	3	
MKTG 435 Digital, Internet Marketing ³	3	
BUSN 440/440Z Legal Issues in BUSN	3	
Total	15	

Senior Year – Spring Semester

Course Title	Cr	✓
BUSN 450 Business Strategy	3	
MKTG 440 Marketing Research ³	3	
BUSN Elective 300/400 level ³	3	
BUSN Elective 300/400 level ³	3	
Elective	3	
Elective	1	
Total	16	

Total Degree Credits: 60-61 (RSCC Total Credit hours) + 64 (Lincoln Memorial University Total Credit hours) = 124-125

¹ Prerequisites may apply to specific courses. It is the student's responsibility to determine if prerequisites have been met. Prior to registering each semester, the student is expected to consult with his/her advisor. Check the RSCC and transfer university catalogs for updates and/or revisions.

² Choose from BUSN 1300, BUSN 1305, BUSN 1380, BUSN 2340, BUSN 2370 or BUSN 2380.

³ Concentration Requirement.