

In our business marketing degree, you'll learn relevant topics like accounting, finance, business law and marketing – all presented through the lens of a biblical worldview. To ensure that our students are well-prepared to enter the job force, student earning a bachelor of business marketing will develop a professional portfolio over the course of their academic career to showcase their blossoming marketing skills.

Fall Semester			Spring Semester		
Course #	Course Name	Credits	Course #	Course Name	Credits
Freshman Year					
SF 100	Chapel	0	SF 100	Chapel	0
LS 101	Family Development	2	EP 102	Logic & Revelation	2
LS 115	Effective Written Communication	2	BC 101	Introduction to Biblical Counseling	3
BS 101	Old Testament Survey	3	BS 102	New Testament Survey	3
BS 103	Bible Study Methods	2	BS 104	Applied Bible Study Methods	2
BS 215	Bible Exposition – Genesis	2	BS 212	Bible Exposition – John	2
SF 105	Evangelism & Discipleship	2	MI 101	Christian Mission Perspectives	2
TH 101	Survey of Doctrine	3	TH 102	Apologetics	3
Total		16	Total		17
Sophomore Year					
SF 100	Chapel	0	SF 100	Chapel	0
EP 201*	Introduction to Philosophy	3	LS 216	Introduction to Economics	2
HS 205	History of Western Civilization	3	LS 210*	Effective Oral Communication	3
MS 204	Science and Origins	3	SF 206*	D-Lab – Disciplined Discipleship	2
	Physical Education	1	TH 201*	Doctrine of Scripture and God	3
BS 310-389	Bible Exposition	2	LBC BUS 201	Business Ethics	3
SF 205*	D-Lab – Personal Discipleship	2	LBC BUS 113	Foundations of Accounting	3
LBC MAT 218	Applied Business Math	3			
Total		17	Total		16
Junior Year					
SF 100	Chapel	0	SF 100	Chapel	0
SF 305*	D-Lab – Philosophies & Strategies	2	HS 202*	Church History 1501 – Present	2
TH 301*	Doctrine of Humanity, Sin & Salvation	3	SF 306*	D-Lab – Philosophies & Strategies	2
LBC BUS 205	Finance	3	TH 302*	Doctrine of God the Son	3
LBC BUS 230	Leadership	3	BC 304	Biblical Peacemaking	3
LBC BUS 307	Business Law	3	LBC BUS 415	Managerial Economics	3
LBC BUS 302	Marketing	3	LBC BUS 425	Personal Finance and Investment	3
Total		17	Total		16
Senior Year					
SF 100	Chapel	0	SF 100	Chapel	0
BU 411*	Business Administration Skills	2	MD 499	Ministry Competency Exam	0
SF 405	D-Lab – Issues in Discipleship	2	SF 406	D-Lab- Issues in Discipleship	2
TH 303	Doctrine of Holy Spirit, Angels & Church	3	LBC MKT 305	Strategic Marketing	3
LBC BUS 430	Solution Selling	3	LBC MKT 400	Marketing Internship	4
LBC COM 110	Principles and Practices	3	LBC MKT 310	Digital Marketing	3
			LBC MKT 315	Consumer Behavior	3
			LBC MKT 405	Marketing Research	3
Total		13	Total		18
Emphasis courses are BOLD ; general education courses are Red . Courses taken with Lancaster Bible College have a LBC in the course number. Pre-requisites are required for courses marked with an asterisk (*). Consult the course descriptions to see pre-requisite requirements. The emphasis totals 130 credits.					