

MARKETING

CollegeBusiness

Academic AwardBachelor of Arts

Credits Required125 semester credits

Coordinator.....Jeff Lockhart

The major in Marketing is designed to prepare individuals for employment in marketing and promotion positions in the public and private sectors. Like other majors in the College of Business, students take a series of core courses in the fundamentals of economics, accounting, management, marketing, and finance. Students then balance the rest of their major with advanced courses in marketing. The curriculum provides an educational experience for leadership positions in the business and professional world, and in various business ministries within the church-related, service-oriented institutions. The Christian value system and perspective, particularly as it relates to the modern business environment, will be integrated throughout the academic program.

In addition to achieving the general goals of the College of Business, completing this major results in the following outcomes:

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| <ul style="list-style-type: none">• Core Level Business Knowledge – Graduates demonstrate knowledge from a variety of business disciplines and apply the knowledge and skills to reach solutions to business needs. Graduates understand and demonstrate general theories, principles, processes and skills in: Accounting, Economics, Finance, Management, and Marketing.• Marketing Major Knowledge and Skills – Graduates demonstrate knowledge and skills required for effective marketing careers. | <ul style="list-style-type: none">• Innovation & Critical Thinking – Graduates identify problems, analyze information, form conclusions and propose innovative solutions within the business context.• Leadership & Communication – Graduates communicate correctly and purposefully in written and oral presentation formats.• Integrity & Ethics – Graduates understand and approach ethical issues in business from an informed Christian perspective.• Professionalism – Graduates develop a career strategy and obtain practical experience in their major field. |
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MARKETING – MAJOR

CORE CURRICULUM REQUIREMENTS ----- 60

Bible and Theology 12

BIBL	1103	Old Testament History and Literature	3
BIBL	1203	New Testament History and Literature	3
THEO	1213	Christian Thought	3
THEO	2323	Jesus the Messiah.....	3

Written and Verbal Communications..... 9

ENGL	1013	Composition I: Expository Writing	3
ENGL	1023	Composition II: Rhetoric and Research Writing.....	3
COMM	1213	Fundamentals of Speech Communication	3

Humanities 9

6 credits in this area must be from Writing Practice courses* (*see course descriptions for applicability*)

ENGL	xxx3	Any Literature course	3
HIST	xxx3	Any Course in History	3

3 additional credits selected from the following.....3

Art (ARTE), Bible (BIBL), Drama (DRAM), English (ENGL),
History (HIST), Language (LANG), Music (MUSI), or Theology (THEO)

Social Sciences..... 9

6 credits in this area must be from Writing Practice courses* (*see course descriptions for applicability*)

Select a minimum of two disciplines from the following:

Business Administration (BUSM), Communication (except COMM 1213), Economics, Education (EDUC),
Geography (GEOG), Health & Fitness (PEDU), Management (BMGT), Marketing (BMKT), Philosophy
(PHIL), Political Science (PSCI), Psychology (PSYC), or Sociology/Anthropology (SOCI)

Science and Mathematics 7

MATH	xxxx	College-level Mathematics	3
SCIE	xxxx	Science course with Lab	4

Formation and Calling 5

UCOR	1043	Faith in Society	3
UCOR	1052	Identity and Vocation	2
UCOR	4791	Faith Integration	***

*** Content met in BUSM 4403 – Policy and Ethics

Core Electives..... 9

Any college-level courses

MARKETING – MAJOR

PRE-MAJOR REQUIREMENTS ----- 9

Pre-Major requirements may be applied to the Core Curriculum requirements or General Electives

BUSM	2553	Survey of Economics.....	3
MATH	1203	Pre-Calculus for Business.....	3
MATH	2003	Statistics.....	3

MAJOR REQUIREMENTS ----- 52

Lower-Level General Business Courses..... 8

BACT	2203	Principles of Financial Accounting.....	3
BACT	2253	Principles of Managerial Accounting	3
BUSM	2312	Business as a Profession	2

Upper-Level General Business Core Courses 23

BFIN	3603	Finance	3
BMGT	3103	Organization and Management Theory	3
BMGT	3123	Information Systems Management	3
BMKT	3303	Marketing Theory	3
BUSM	3403	Business Law	3
BUSM	3662	Introduction to Entrepreneurship	2
BUSM	4123	International Business.....	3
BUSM	4403	Policy and Ethics	3

Marketing Major Course Requirements 21

BMKT	3433	Professional Sales and Sales Management	3
BMKT	3503	Market Research	3
BMKT	xxx3	Marketing Electives	6

*Select One Concentration*9

Marketing Concentration

BMKT	xxx3	Marketing Electives	6
BUSM	4943	Business Internship (Marketing).....	3

Digital Marketing Concentration

BMKT	3533	Web Design and Layout	3
BMKT	4413	Online Marketing & Web Analytics	3
BUSM	4943	Business Internship (Marketing).....	3

Professional Sales Concentration

BMKT	4173	Advanced Professional Selling	3
BUSM	4043	Business Negotiation	3
BUSM	4943	Business Internship (Professional Sales)	3

GENERAL ELECTIVES ----- 4-13

Any college-level courses

MARKETING – MINOR

CollegeBusiness

Academic AwardMinor

Credits Required18 semester credits

Coordinator.....Jeff Lockhart

A minor in any business field will help the student improve their career options and opportunities. The Minor in Marketing is designed to help the student develop basic marketing skills and knowledge.

MARKETING MINOR -----18

BMKT	3303	Marketing Theory	3
<i>Select one of the following</i>			<i>3</i>
BACT	2203	Principles of Financial Accounting	
BUSM	2553	Survey of Economics	
BMKT	xxxx	Marketing Electives	12
<i>Any college-level Marketing courses</i>			

A student majoring in any Business discipline can select a minor in any other business discipline, as long as there are at least 9 different credits in the minor.