

# MARKETING

BACHELOR OF SCIENCE  
PROGRAM (120 CREDITS)

## PURPOSE

The programs in Business Administration are designed to offer professional preparation in a Christian environment. They develop caring and capable business leaders for careers in the field of business or continuation into graduate business programs. Preparation includes knowledge of business practices, problem-solving abilities, ethical values, and applied service-learning experiences. The programs encourage broad examination of economic, social, practical, and political issues that impact the business environment.

## PROGRAM STUDENT LEARNING OUTCOMES

1. Students will practice good oral and written communication skills to effectively express ideas to a variety of audiences and in different organizational settings.
2. Students will develop the knowledge and skills needed to locate and evaluate diverse forms of information in order to solve problems and make sound decisions.
3. Students will use effective interpersonal skills to successfully work with others in groups and cross-functional teams to accomplish organizational goals.
4. Students will integrate principles of Christian values, ethics, and world-view with the principles of business administration and financial management to exercise responsibilities for proper stewardship of all resources.
5. Students will understand management principles and theories and demonstrate competency of management practices in a business setting.

## MAJOR REQUIREMENTS

|     |           |  |      |
|-----|-----------|--|------|
| BUS | 200       | Explorations in Business                   | 3 cr |
| BUS | 223       | Business Ethics                            | 3 cr |
| BUS | 313       | Business Management                        | 3 cr |
| BUS | 343       | Marketing & Public Relations               | 3 cr |
| BUS | 353       | Microeconomics                             | 3 cr |
| BUS | 383       | International Aspects of Business          | 3 cr |
| BUS | 403       | Business Law                               | 3 cr |
| BUS | 423       | Advanced Business Research & Communication | 3 cr |
| BUS | 481       | Business Internship Seminar                | 1 cr |
| BUS | 483       | Business Internship                        | 3 cr |
| COM | 136       | Mass Media & Society                       | 3 cr |
| COM | 143       | Communication Theory                       | 3 cr |
| COM | 323       | Business Communication                     | 3 cr |
| COM | 403       | Social Media Management                    | 3 cr |
| COM | 413       | Digital Marketing & Analytics              | 3 cr |
| DIG | 263       | Digital Design I                           | 3 cr |
| DIG | 265       | Digital Design II                          | 3 cr |
| DIG | 272       | Introduction to Web Design                 | 3 cr |
| DIG | 412       | Corporation Branding                       | 3 cr |
|     | Electives |  | 6 cr |
| ENG | 333       | Writing for the Media                      | 3 cr |
| MTH | 203       | Introduction to Statistics                 | 3 cr |

**TOTAL**

**67 CREDITS**

## CORE REQUIREMENTS

|     |     |   |      |
|-----|-----|---|------|
| BIB | 103 | Introduction to Biblical Interpretation                 | 3 cr |
| CMS | 283 | Computer Applications for Business                      | 3 cr |
| COM | 123 | Fundamentals of Public Speaking                         | 3 cr |
| ENG | 123 | College Writing & Research                              | 3 cr |
| FNA | 113 | Fine Arts Appreciation                                  | 3 cr |
|     |     | U.S./World History Course - Choose one:                 | 3 cr |
|     | HIS | 213 Ancient & Medieval World History                    |      |
|     | HIS | 223 Modern & Contemporary World History                 |      |
|     | HIS | 233 U.S. History – Colonization to Reconstruction       |      |
|     | HIS | 243 U.S. History – Reconstruction to the Present        |      |
|     |     | History, Literature, Culture, & Society Course**        | 3 cr |
| LIT |     | Literature Course                                       | 3 cr |
| MTH | 123 | Quantitative Reasoning                                  | 3 cr |
| NWT | 113 | New Testament Survey                                    | 3 cr |
| OLT | 123 | Old Testament Survey                                    | 3 cr |
| PHE |     | Activity Course   | 1 cr |
| PHE | 281 | Health & Nutrition                                      | 1 cr |
| PHL | 113 | Worldviews  | 3 cr |
| POL | 203 | American Government                                     | 3 cr |
| PSY | 223 | Introduction to Psychology                              | 3 cr |
| SCI |     | Science Course  | 3 cr |
| SOC | 103 | Life Formation  | 3 cr |
|     |     | Theology Course - Choose one:                           | 3 cr |
|     | THE | 115 Thinking Theologically                              |      |
|     | THE | 233 An Introduction to the History & Theology of the AG |      |

**TOTAL**

**53 CREDITS**