

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