

Bachelor of Science in Marketing

The Bachelor of Science in Marketing focuses on theories and practice skills that prepare students to become better marketing professionals in their careers and personal lives. Marketing majors enter careers in advertising, market research, media buying and planning, public relations, and marketing management. Upon completion of this degree,

- Students will be able to identify and interpret the inter-relationships between consumer behavior, marketing strategy, and tactical management.
- Students will be able to relate the appropriate marketing and management skills to the ever-changing market landscape.
- Students will be able to create successful and lasting marketing campaigns.

General Education Requirements (44 hrs.)

The Biblical World (6 hrs.)

The Biblical Story	3 hrs.
The Christian Worldview	3 hrs.

The Cultural World (15 hrs.)

English Composition I and II	6 hrs.
World Literature I or II	3 hrs.
Speech Communication	3 hrs.
Humanities elective (choose one) (<i>An appreciation course or philosophy</i>)	3 hrs.

The Social World (9 hrs.)

American History & Politics (<i>U.S. History Before 1865 or Since 1865 or Am. Govt.</i>)	3 hrs.
The West & Global Cultures (<i>Western Civilization I or II or World Geography</i>)	3 hrs.
General Psychology	3 hrs.

The Natural World (14 hrs.)

Health and Physical Education (<i>one hour must be physical activity</i>)	4 hrs.
Natural science and mathematics (<i>Must include at least one chemistry, biological science, or physical science course with a laboratory class, and one mathematics course MT1133 or higher, and excluding MT1123 Intermediate Algebra, MT 3133 Math for Teachers I, MT 4123 Math for Teachers II, GS 3213 Science for Teachers: K-6, and GS 3233 Science for Teachers: 4-8. MT 1123 Intermediate Algebra may be required if Math ACT score is less than 19. The mathematics requirement may be waived if Math ACT is 28 or higher.</i>)	10 hrs.

Interdisciplinary Liberal Arts Electives (10–12 hrs.)

Marketing majors are required to take 12 elective hours in courses outside of the business department.

Foundations for All Business Majors (45 hrs.)

Principles of Accounting I	3 hrs.
Principles of Accounting II	3 hrs.
Business Statistics	3 hrs.
Principles of Marketing	3 hrs.
Organizational Behavior & Management	3 hrs.
Business Law	3 hrs.
Business Communication Skills	3 hrs.
Operations Management	3 hrs.
Business Ethics	3 hrs.
Business Policy	3 hrs.
Management Information Systems	3 hrs.
Microcomputer Applications I	3 hrs.
Principles of Macroeconomics	3 hrs.
Principles of Microeconomics	3 hrs.
Fundamentals of Financial Management	3 hrs.

Marketing Core (9 hrs.)

Integrated Marketing Communication	3 hrs.
Marketing Management	3 hrs.
Consumer Behavior	3 hrs.

Business and Marketing Electives (12 hrs.)

Select twelve hours from the following list of upper-level business and marketing electives:

Small Business Management	3 hrs.
Marketing Internship	3 hrs.
Retail Management	3 hrs.
Supply Chain Management	3 hrs.
Digital Marketing	3 hrs.
Pricing Strategies	3 hrs.
Strategic Marketing	3 hrs.

Total Required Hours: 120–122 hrs.