

Marketing

GENERAL EDUCATION STUDIES 57 Hours

General Education: 14 hours

COM 1143 Fundamentals of Speech Communication

ENG 1113 Composition and Rhetoric I

ENG 1123 Composition and Rhetoric II

3 hours from the following:

ENG 2233 American Literature I

ENG 2243 American Literature II

ENG 2273 Introduction to Literature

GES 1122 Strategies for Student Success

Social/Behavioral Sciences: 9 hours

GOV 2213 National and State Government

HIS 1113 American History I

PSY 1153 Introduction to Psychology

Natural Science/Mathematics: 6 hours

3 hours from the following:

BIO 1113 Biological Science

PHY 1113 Physical Science

MTH 1123 College Algebra

Physical Education: 4 hours

PED 2232 Wellness and Lifestyle

2 hours from activity courses without duplication: PED 1101-2291

General Biblical Studies: 24 Hours

BIB 1143 The Church in Mission

BIB 2213 Bible Study

CMN 2213 Foundations of Church Ministries

REL 1133 Authentic Christianity

REL 1153 New Testament Literature

REL 1163 Old Testament Literature

THE 2113 Introduction to Theology and Apologetics

THE 2333 Pentecostal Doctrine and History

The Marketing major is designed to provide academic experiences with a Christian perspective to facilitate students' abilities to perform responsibly and effectively in entry-level marketing positions in business and industry.

Upon completion of this program, students will:

1. Demonstrate an understanding of current marketing theory and principles in the context of global business cultures.
2. Explain the role of a customer-focused organization in the development of marketing strategies.
3. Understand the changing role of the global economy and its impact on the world.

Marketing *continued*

MAJOR STUDIES 57 Hours

Core Studies: 39 hours

ACC 2213 Principles of Financial Accounting
ACC 4433 Managerial Cost Accounting
BUS 1113 A Christian Vision of Business
BUS 1123 Survey of Economics
BUS 2253 Business Law I
BUS 3413 Statistics
BUS 4113 Business Ethics
BUS 4443 Business Finance
BUS 4453 International Business
BUS 4473 Strategy and Policy in Business
MGT 2313 Principles of Management
MIS 2113 Information Systems Theory and Practice
MKT 2323 Principles of Marketing

Professional Development: 18 hours

MGT 2383 Management Communications
MKT 3223 Consumer Behavior
MKT 3233 Business Marketing
MKT 4223 Advertising and Promotion
MKT 4243 Marketing Management
MKT 4593 Marketing Internship

GENERAL ELECTIVES 6 Hours

TOTAL PROGRAM REQUIREMENTS 120 Hours

Additional Program Stipulations

1. All full-time students are to include one Bible, theology, or religion course each semester until degree requirements have been satisfied.
2. First-year students enrolled full-time are to include GES 1122 in their first semester schedule.
3. First-year students are to enroll in activity physical education courses each of their first two semesters at SAGU. Exceptions will be granted only with approval of the College Dean.
4. All students must obtain and complete a 120-hour internship in their major field of study, subject to departmental approval.