



2021-2022

## MARKETING MAJOR, B.A.

Howard and Beverly Dayton School of Business

The Marketing major is focused on preparing students for careers in the critical marketing function in corporate, entrepreneurial, and not-for-profit enterprises and ministries. The DSB marketing major can help prepare students for a variety of career opportunities including jobs in production management, brand management, sales, advertising, and market research. Students desiring to be prepared for effective ministry – whether in business or in Christian organizations – will find this major’s focus on effective, persuasive communication to be helpful as they prepare for the expansive business world.

*To graduate must complete all major requirements, foundational requirements, and additional electives needed for 124 hour minimum degree requirement.*

[Requires advising plan to be completed by ACC, BUS, FIN, or SPM majors.]

### **MAJOR REQUIREMENTS (57)**

#### Business Core (36)

__ 3	ACC	201	Financial Accounting
__ 3	ACC	202	Managerial Accounting
__ 3	BU	211	Principles of Management
__ 3	BU	253	God, Faith & Marketplace
__ 3	BU	261	Business Analytics I
__ 3	BU	262	Business Analytics II
__ 3	BU	321	Business Law I
__ 3	BU	413	Strategic Mgmt Capstone
__ 3	ECN	272	Intro Microeconomics
__ 3	ECN	273	Intro Macroeconomics
__ 3	FIN	351	Principles of Finance
__ 3	MKT	241	Principles of Marketing

#### Marketing Core (12)

__ 3	MKT	342	Consumer Behavior
__ 3	MKT	343	Fund Professional Selling
__ 3	MKT	441	Marketing Research
__ 3	MKT	443	International Marketing

Choose three Business Marketing courses:

	ACC	305	Cost Accounting
	COM	281	Public Relations Theory/Practice
__ 3	COM	351	Persuasion
	COM	431	Public Relations Mgmt
	COM	461	Social Media Marketing
__ 3	MKT	344	Sales Management
	MKT	345	Adv Professional Selling
	MKT	435	Internship
__ 3	MKT	442	Innovation & Product Mgmt
	MKT	461	Brand Management
	MKT	473	Advertising/Promotions Mgmt
	PSY	210	Social Psychology

### **PLUS FOUNDATIONAL REQUIREMENTS (47)**

(3 hours Social Science satisfied by required major courses.)

### **Plus electives needed for the 124 hour degree requirement (20)**