



2024-2025

MARKETING MAJOR, B.A.

Management & Marketing Department; 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 (60)

Business Core (39)				Choose three Business Marketing courses:			
__ 3	ACC	201	Financial Accounting	ACC	305	Cost Accounting	
__ 3	ACC	202	Managerial Accounting	COM	281	Public Relations Theory/Practice	
__ 3	ACC	361	Info Systems & Business Tech	COM	351	Persuasion	
				__ 3	COM	431	Public Relations Mgmt
					COM	461	Social Media Marketing
__ 3	BU	211	Principles of Management		MKT	344	Sales Management
__ 3	BU	253	God, Faith & Marketplace	__ 3	MKT	345	Adv Professional Selling
__ 3	BU	261	Business Analytics I		MKT	346	CRM & Sales Technologies
__ 3	BU	262	Business Analytics II		MKT	435	Internship
__ 3	BU	321	Business Law I	__ 3	MKT	442	Innovation & Product Mgmt
__ 3	BU	413	Strategic Mgmt Capstone		MKT	461	Brand Management
					MKT	473	Advertising/Promotions Mgmt
__ 3	ECN	272	Intro Microeconomics		PSY	210	Social Psychology
__ 3	ECN	273	Intro Macroeconomics		SPM	340	Sport Marketing
__ 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				

PLUS FOUNDATIONS REQUIREMENTS (53)

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

Plus electives needed for the 124 hour degree requirement (11)