

Marketing

GENERAL EDUCATION STUDIES 61 Hours

General Education: 17 hours

COM 1143 Fundamentals of Speech
 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
 GES 1173 Computer Applications

Psychology/Social Studies: 9 hours

GOV 2213 National and State Government

3 hours from HIS 1000 - 2000, or with approval from History Dept. 3000-4000 level

PSY 1153 Introduction to Psychology

Science/Mathematics: 7 hours

4 hours from the following:

BIO 1113 Biological Science and BIO 1111 Lab
 PHY 1113 Physical Science and PHY 1111 Lab

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 2123 The Mission of the Church
 BIB 2213 Bible Study
 CMN 2213 Foundations of Church Ministries
 REL 1153 New Testament Literature
 REL 1163 Old Testament Literature
 REL 2113 Authentic Christianity

The Marketing specialization 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 should be able to:

1. Demonstrate knowledge of advanced business principles and practices as well as business terminology.
2. Demonstrate proficiency in the application of mathematical concepts to advanced business-related problems.
3. Demonstrate proficiency in the following computer applications: word processing, electronic spreadsheets, database, and presentation graphics to solve a variety of advanced computer-related problems.
4. Demonstrate knowledge of marketing theories, models, and practices; consumer behavior; business marketing; advertising and promotion; marketing research; and marketing management.

Marketing *continued*

THE 2113 Introduction to Theology and Apologetics
 THE 2333 Pentecostal Doctrine and History

MAJOR STUDIES 60 Hours

Core Studies: 36 hours

ACC 2213 Principles of Financial Accounting
 ACC 2223 Principles of Managerial Accounting
 BUS 1333 Principles of Macroeconomics
 BUS 1343 Principles of Microeconomics
 BUS 2363 Statistics
 BUS 2373 Business Law
 BUS 4113 Business Ethics
 BUS 4443 Business Finance
 BUS 4453 International Business
 BUS 4463 Business Internship
 GES 2223 Data Analysis
 MKT 2323 Principles of Marketing

Specialization Studies: 24 hours

BUS 4473 Strategy and Policy in Business
 MGT 2313 Principles of Management
 MGT 2383 Management Communications
 MKT 3223 Consumer Behavior
 MKT 3233 Business Marketing
 MKT 4223 Advertising and Promotion
 MKT 4233 Marketing Research
 MKT 4243 Marketing Management

GENERAL ELECTIVES 6 Hours

TOTAL PROGRAM REQUIREMENTS 127 Hours

5. Demonstrate proficiency in financial, managerial, and cost accounting.
6. Demonstrate mastery of conceptual knowledge, business tools, techniques and strategies learned throughout the marketing program by participating in team presentations of integrated and comprehensive cases.

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. Veterans with at least 6 months of service may apply for and receive 4 hours of credit for physical education. Contact the Registrar's Office.