General Areas of Service:

The fundamental objective of any firm is to market its products or services profitably. Marketing managers develop the firm’s detailed marketing strategy. With the help of subordinates, including product development managers and market research managers, marketing managers determine the demand for products and services offered by the firm and its competitors and identify potential consumers – e.g. business firms, wholesalers, retailers, government, or the general public. The following areas are open to the marketing graduate: sales retailing, advertising, marketing management, public relations, and marketing research.

Professional Training:

A wide range of educational backgrounds are suitable for entry into marketing, advertising, and public relations managerial jobs, but many employers prefer a broad liberal arts background. College graduates with related marketing experience, a high level of creativity, and strong communication and computer skills should have the best job opportunities.

Denominational Opportunities:

Positions are available in the North American Division in healthcare, publishing, educational institutions, Adventist Book Centers, and conference organizations.

Job Outlook:

According to the U.S. Bureau of Labor Statistics (BLS), “[e]mployment of advertising, promotions, and marketing managers is projected to grow 9 percent from 2014 to 2024,” (see www.bls.gov). Advertising, promotional, and marketing campaigns will continue to be essential for organizations as they look to maintain and expand their share of the market. Job growth will be spurred by the need to make one’s product or service stand out and by competition for a growing number of goods and services, both foreign and domestic. In addition, as the influence of traditional advertising in newspapers, radio, and network television wanes, marketing professionals are being asked to develop new and different ways to advertise and promote products and services to better reach potential customers.

Earnings:

In their May 2016 salary survey, the Bureau of Labor Statistics reports the median annual wage for marketing managers as $131,180, with the lowest ten percent earning less than $67,490 and the highest 10 percent earning more than $208,000. (See www.bls.gov)
The chart below details one suggested path a student may take to complete a bachelor’s degree in Marketing. **Classes that are offered with multiple sections are listed in each quarter they are available.** Cognates, general studies courses, and electives should be taken to complete 192 credit hours to complete a Bachelor of Business Administration in Marketing. **See the Undergraduate Bulletin for complete requirements.**

### Autumn
- **Freshman**
  - CIS 140 Computer Business Applications ............ 4
  - GBUS 161 Business Basics ........................................ 2

- **Sophomore**
  - ACCT 201 Principles of Accounting ......................... 4
  - ECON 210 Principles of Microeconomics .................... 4
  - GBUS 263 Business Statistics .................................. 4
  - MKTG 381 Principles of Marketing .......................... 4

- **Junior**
  - CIS 301 Management Information Systems ........ 4
  - FINA 351 Managerial Finance ............................... 4
  - GBUS 361 Business Law I ........................................ 4
  - GBUS 370 Business Communication ......................... 4
  - GBUS 371 Principles of Management ......................... 4
  - MKTG 383 Principles of Advertising .......................... 4

### Winter
- **Freshman**
  - CIS 140 Computer Business Applications ............ 4
  - GBUS 161 Business Basics ........................................ 2

- **Sophomore**
  - ACCT 203 Principles of Accounting ..................... 4
  - ECON 211 Principles of Macroeconomics ................ 4
  - GBUS 263 Business Statistics .................................. 4
  - MKTG 381 Principles of Marketing .......................... 4

### Spring
- **Freshman**
  - CIS 140 Computer Business Applications ............ 4

### Total Credits Required:
- **192 Credits**

### Cognates:
- **Freshman**
  - PSYC 130 – General Psychology
  - SPCH 101 – Fundamentals of Speech Communication

### English Requirements:
- **Freshman**
  - ENGL 121 & 122 – College Writing

### Math Requirements:
- **Freshman**
  - MATH 117 OR 121 OR 131 OR 181
  - Accelerated Pre-Calculus OR Pre-Calculus I OR Calculus I OR Calculus for the Life Sciences

### Colloquium Requirements:
- Business majors are required to attend at least 12 colloquia to complete their degree requirements.

### General Requirements:
- Health & P.E. 2 cr.
- History 8 cr.
- Social Science 4 cr.
- Humanities 12 cr.
- Language Arts 12 cr.
- Mathematics 4 cr.
- Natural Science 8 cr.
- Religion & Theology 18 cr.

### Notes:
- + Classes offered even years
- - Classes offered odd years
- * Concentration Courses
- # A minimum of 120 hours is required regardless of the number of credits.

Marketing Electives must be approved by a School of Business adviser and may be chosen from business, communications, art, psychology and graphics courses.