

## Marketing

### GENERAL EDUCATION STUDIES 58 Hours

**General Education:** 14 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

**Social/Behavioral Sciences:** 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

**Natural 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 2213 Bible Study

CMN 1223 The Church in Mission

CMN 2213 Foundations of Church Ministries

REL 1133 Authentic Christianity

REL 1153 New Testament Literature

REL 1163 Old Testament Literature

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:** *42 hours*

ACC 2213 Principles of Financial Accounting  
 ACC 2223 Principles of Managerial Accounting  
 BUS 1333 Principles of Macroeconomics  
 BUS 1343 Principles of Microeconomics  
 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  
 GES 2223 Data Analysis  
 MKT 2323 Principles of Marketing  
 MKT 4593 Marketing Internship  
 MGT 2313 Principles of Management

**Specialization Studies:** *18 hours*

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 9 Hours**

**TOTAL PROGRAM REQUIREMENTS 127 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. 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.