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.
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.