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

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
- MGT 2313 Principles of Management
- MKT 2323 Principles of Marketing
- MKT 4593 Marketing Internship

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

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.