The Marketing major 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 will:

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.
4. Demonstrate knowledge of marketing theories, models, and practices; consumer behavior; business marketing; advertising and promotion; and marketing management.
5. Demonstrate proficiency in financial and managerial accounting.

---

**Marketing**

**GENERAL EDUCATION STUDIES  57 Hours**

**General Education:** 14 hours
- COM 1143 Fundamentals of Speech Communication
- 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
- HIS 1113 American History I
- PSY 1153 Introduction to Psychology

**Natural Science/Mathematics:** 6 hours

3 hours from the following:
- BIO 1113 Biological Science
- PHY 1113 Physical Science

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 1143 The Church in Mission
- BIB 2213 Bible Study
- CMN 2213 Foundations of Church Ministries
- REL 1133 Authentic Christianity
- REL 1153 New Testament Literature
- REL 1163 Old Testament Literature
- THE 2113 Introduction to Theology and Apologetics
- THE 2333 Pentecostal Doctrine and History
MAJOR STUDIES  57 Hours

Core Studies: 39 hours
ACC 2213 Principles of Financial Accounting
ACC 4433 Managerial Cost Accounting
BUS 1113 A Christian Vision of Business
BUS 1123 Survey of Economics
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
MGT 2313 Principles of Management
MIS 2113 Information Systems Theory and Practice
MKT 2323 Principles of Marketing

Professional Development: 18 hours
MGT 2383 Management Communications
MKT 3223 Consumer Behavior
MKT 3233 Business Marketing
MKT 4223 Advertising and Promotion
MKT 4243 Marketing Management
MKT 4593 Marketing Internship

GENERAL ELECTIVES  6 Hours

TOTAL PROGRAM REQUIREMENTS  120 Hours

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.