

YEAR ONE

FALL

LA 100 Engaging the Liberal Arts	1
BU 211 Princ of Management	3
BU 253 God, Faith & Marketplace	3
Foundations Course	3
Foundations Course	3
Foundations Course	3
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	16

SPRING

MKT 241 Princ of Marketing	3
MAT 120 Concepts Math & Tech	3
Elective	3
Foundations Course	3
Foundations Course	3
Foundations Course	1
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	16

YEAR THREE

FALL

MKT Elective.....	3
BU 261 Business Analytics	3
MKT 342 Consumer Beh & Dec	3
Foundations Course	3
Foundations Course	4
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	16

SPRING

BU 262 Business Analytics II	3
MKT 441 Marketing Research	3
MKT 443 International Marketing	3
Foundations Course	3
Elective	3
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	15

YEAR TWO

FALL

ACC 201 Financial Accounting	3
MKT 343 Professional Selling	3
ECN 273 Intro Macroeconomics	3
Foundations Course	3
Foundations Course	3
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SPRING

ACC 202 Managerial Accounting	3
ECN 272 Intro Microeconomics	3
Foundations Course	3
Foundations Course	3
Foundations Course	3
Foundations Course	1
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YEAR FOUR

FALL

MKT Elective.....	3
FIN 351 Principles of Finance	3
BU 321 Business Law I	3
Foundations Course	3
Elective	3
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SPRING

MKT Elective.....	3
BU 413 Strategic Mgmt Capstone	3
Elective	3
Elective	3
Elective	3
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	15

MAJOR REQUIREMENTS

57 credits plus completion of Foundation curriculum. Minimum 124 credits required for graduation.

DESCRIPTION

Marketing is all about understanding what consumers value, developing products that provide that value and creatively communicating to consumers how products and services will meet their needs. This major can prepare you for a variety of interesting job opportunities and also helps you to become a more informed consumer yourself. In the process of learning the details of the marketing process, you will also develop your communications skills (both written and oral) which will help you in whatever career direction you pursue.

Successful marketing is both a science and an art. As practiced today, the field is heavily data-driven, focused on understanding consumer preferences and why consumers behave as they do. But there is also a very creative side to the marketing process where you make decisions about strategy and the most effective way to communicate what your product has to offer. The courses in the major are designed to help you develop in both of these areas. Classes involve learning a new language—the language of marketing—which includes terms and processes. There is also a strong experiential aspect to your training where you learn to build your “marketing intuition”, making decisions about the best course of action. In some classes, this takes the form of special projects, often done with a team of classmates.

MBA 4+1 PROGRAM

Students accepted into the program have the opportunity to take up to three MBA courses during the senior year of their undergraduate program at no additional cost. These courses can transfer into the MBA program; they are not dual credit courses.

For more information, visit <https://www.asbury.edu/offices/registrar>.

+ Based on course availability and transfer credits. Each student schedule will be unique. Contact an academic advisor to confirm any modifications to the suggested schedule.

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