



2021-2022

MARKETING MAJOR, B.A.

Howard and Beverly Dayton School of Business

The Marketing major is focused on preparing students for careers in the critical marketing function in corporate, entrepreneurial, and not-for-profit enterprises and ministries. The DSB marketing major can help prepare students for a variety of career opportunities including jobs in production management, brand management, sales, advertising, and market research. Students desiring to be prepared for effective ministry – whether in business or in Christian organizations – will find this major’s focus on effective, persuasive communication to be helpful as they prepare for the expansive business world.

To graduate must complete all major requirements, foundational requirements, and additional electives needed for 124 hour minimum degree requirement.

MAJOR REQUIREMENTS (57)

Business Core (36)

__ 3	ACC	201	Financial Accounting
__ 3	ACC	202	Managerial Accounting
__ 3	BU	211	Principles of Management
__ 3	BU	253	God, Faith & Marketplace
__ 3	BU	261	Business Analytics I
__ 3	BU	262	Business Analytics II
__ 3	BU	321	Business Law I
__ 3	BU	413	Strategic Mgmt Capstone
__ 3	ECN	272	Intro Microeconomics
__ 3	ECN	273	Intro Macroeconomics
__ 3	FIN	351	Principles of Finance
__ 3	MKT	241	Principles of Marketing

Marketing Core (12)

__ 3	MKT	342	Consumer Behavior
__ 3	MKT	343	Fund Professional Selling
__ 3	MKT	441	Marketing Research
__ 3	MKT	443	International Marketing

Choose three Business Marketing courses:

	ACC	305	Cost Accounting
	COM	281	Public Relations Theory/Practice
__ 3	COM	351	Persuasion
	COM	431	Public Relations Mgmt
	COM	461	Social Media Marketing
__ 3	MKT	344	Sales Management
	MKT	345	Adv Professional Selling
	MKT	435	Internship
__ 3	MKT	442	Innovation & Product Mgmt
	MKT	461	Brand Management
	MKT	473	Advertising/Promotions Mgmt
	PSY	210	Social Psychology

PLUS FOUNDATIONAL REQUIREMENTS (47)

(3 hours Social Science satisfied by required major courses.)

Plus electives needed for the 124 hour degree requirement (20)