



2026-2027

MARKETING MAJOR, B.A.

Management & Marketing Department; 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.

Students must complete all Foundations requirements and major requirements, as well as any additional General Electives needed to reach the minimum of 124 total credits required for a Bachelor's degree.

[Requires advising plan to be completed by ACC, BUS, FIN, or SPM majors.]

MAJOR REQUIREMENTS (63)

Business Core (42)

__ 3	ACC	201	Financial Accounting
__ 3	ACC	202	Managerial Accounting
__ 3	ACC	361	Info Systems & Business Tech
__ 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	401	Workplace Foundations
__ 3	ECN	272	Intro Microeconomics
__ 3	ECN	273	Intro Macroeconomics
__ 3	FIN	281	Give, Save, Spend
__ 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	
COM	351	Persuasion	
__ 3	COM	431	Public Relations Mgmt
COM	461	Social Media Marketing	
__ 3	MKT	344	Sales Management
__ 3	MKT	345	Adv Professional Selling
MKT	346	CRM & Sales Technologies	
MKT	435	Internship	
__ 3	MKT	442	Innovation & Product Mgmt
MKT	461	Brand Management	
MKT	473	Advertising/Promotions Mgmt	
PSY	210	Social Psychology	
SPM	340	Sport Marketing	

Plus FOUNDATIONS REQUIREMENTS (53)

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

Plus GENERAL ELECTIVES needed to reach minimum 124 credits (8)