

# Degree Path: B.S. in Marketing

## College of Business and Education

### Freshman Year

Fall Semester 15 hours  
GES 1122 Strategies for Student Success ∞  
ENG 1113 Composition and Rhetoric I ∞  
MTH 1123 College Algebra ∞  
HIS 1113 American History I  
PED 1101-2291 (Activity Course option 1) ∞  
BIB/REL/THE (Bible Core option) ∞

Spring Semester 15 hours  
ENG 1123 Composition and Rhetoric II ∞  
(prereq: ENG 1113)  
PSY 1153 Introduction to Psychology ∞  
MKT 2323 Principles of Marketing ∞  
BUS 1123 Survey of Economics ∞  
BIB/REL/THE (Bible Core option) ∞

### Sophomore Year

Fall Semester 15 hours  
ENG 2273/2233 (English option) ∞/◇  
(ENG 2243, if preferred, is spring only)  
(prereq: ENG 1123)  
ACC 2213 Principles of Financial Accounting ∞  
BUS 2253 Business Law ∞  
MGT 2313 Principles of Management ∞  
BIB/REL/THE (Bible Core option) ∞

Spring Semester 15 hours  
BIO 1113/PHY 1113 (Science option) ∞  
COM 1143 Fundamentals of Speech Comm. ∞  
MKT 3223 Consumer Behavior \*  
(prereq: MKT 2323)  
BUS 3413 Statistics ∞  
BIB/REL/THE (Bible Core option) ∞

### Junior Year

Fall Semester 15 hours  
GOV 2213 National and State Government ∞  
BUS 2513 Business Technology ∞  
(Course offered online only)  
FIN 2113 Principles of Finance ∞  
MKT 3XXX/4XXX (Marketing Elective option 1)  
(MKT 4123\* is suggested)  
(MKT 4123 prereq = BUS 3413, MKT 2323)  
BIB/REL/THE (Bible Core option) ∞

Spring Semester 15 hours  
MGT 2383 Management Communications ∞  
MKT 4443 Marketing Management \*\*  
(prereq: MKT 2323)  
MKT 3XXX/4XXX (Marketing Elective option 2)  
XXX XXXX (General Elective Course option 1)  
BIB/REL/THE (Bible Core option) ∞

### Senior Year

Fall Semester 15 hours  
BUS 4113 Business Ethics ∞  
(Spring, if preferred, is online only)  
BUS 4443 Business Finance ◇  
(prereq: FIN 2113)  
MKT 4313 Advertising and Promotion \*\*  
(prereq: MKT 2323)  
MKT 4353 Digital Marketing & Sales Strategy \*\*  
(prereq: FIN 2113)  
PED 2232 Wellness and Lifestyle ∞  
PED 1101-2292 (Activity Course option 2) ∞

Spring Semester 15 hours  
MKT 3233 Business Marketing ◇  
(prereq: MKT 2323)  
BUS 4473 Strategy and Policy in Business \*\*\*  
MKT 3XXX/4XXX (Marketing Elective option 3)  
(MKT 3313\* is suggested)  
XXX XXXX (General Elective Course option 2)  
MKT 4913 Marketing Internship, Capstone ∞  
(Can also be taken fall of or summer prior to senior year.)

#### Please Note:

- This plan is one example of how to complete the degree in 4 years. It assumes no transfer credit and no developmental coursework. It will work for some, but not for all.
- You can meet with your scheduler, program coordinator, or department chair to plan around your circumstances and develop your personal degree path. Degree requirements and offerings are subject to change, so consult advisors for on-going updates.
- Course Offering Codes:
  - ∞ every fall and spring semester
  - \* only that semester in odd years
  - \*\*\* to be taken *only* in specified semester
  - ◇ every year only fall/spring/summer (as listed)
  - \*\* only that semester in even years
  - ∞/◇ offering differs in order listed

# Degree Path: B.S. in Marketing

## College of Business and Education

### OVERVIEW

Nelson's program in Marketing is designed to provide academic experiences with a Christian perspective enabling students to perform responsibly and effectively in entry-level marketing positions within the marketing world. Our faculty are all practitioners from the marketplace with experience in the industry, as well as, academic excellence.

### CAREER OPPORTUNITIES

Careers in marketing are widely diverse and vary from creatively focused such as advertising and brand management to data analytics to the management of products and sales processes.

The bureau of labor statistics (May '21) published a jobs report showing that advertising, promotions, or marketing management jobs will grow by 10%, faster than most other roles. Additional fields such as Marketing research analysts will grow by over 19% and this role along with marketing specialists' jobs are projected to have over 150,000 brand-new jobs available in the next ten years.

Salaries vary depending on the role, ranging from \$63K to \$163K, with a median income of around \$133K.

### PROGRAM HIGHLIGHTS

Nelson boasts some very successful alumni who have worked for companies such as Walt Disney World, Apple, Bank of America, and Target. A great example of an alumnus, John Houston, founded The JH Family of Companies, building lives and homes for people worldwide.

**As you complete this program, you will:**

- Execute online reputation management tactics to improve the online reputation of a brand or ministry.
- Utilize knowledge of social media tactics to design an effective social media campaign.
- Demonstrate fundamental visual media, writing, and social media skills for blogs, websites, print productions, file management, layout, image capture, editing, and optimization using industry-standard software.
- Create project plans, consult, and measure improvements for maximum impact.
- Discuss and demonstrate contemporary data analysis and presentation techniques.
- Create, evaluate, and manage company strategy in international competition against over 3,000 teams across 130 universities in 30+ countries.
- Work over 120 hours at a company, gaining practical, real-world skills that prepare you for the business world.

**Minors available include:**

- *Entrepreneurship, Marketing, Accounting, Business Sports Management, and Business Administration.*

**Are you interested in obtaining an MBA degree?**

The Accelerated MBA program is a viable option for this degree. If you are interested in applying, contact your department chair for more details.

*IACBE Accredited Degree*

### PROGRAM REQUIREMENTS

#### GENERAL EDUCATION STUDIES 51 Hours

**General Education: 14 hours**

- COM 1143 Fundamentals of Speech Communication
- ENG 1113 Composition and Rhetoric I
- ENG 1123 Composition and Rhetoric II
- GES 1122 Strategies for Student Success
- 3 hours from the following:
  - ENG 2273 Introduction to Literature
  - ENG 2233 American Literature through the Civil War
  - ENG 2243 American Literature after the Civil War

**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**

- MTH 1123 College Algebra
- 3 hours from the following:
  - BIO 1113 Biological Sciences OR
  - PHY 1113 Physical Science

**Physical Education: 4 hours**

- PED 2232 Wellness and Lifestyle
- 2 hours from Activity Courses PED 1101-2291

**General Biblical Studies: 18 hours**

- BIB 1223 The Church in Ministry and Mission
- BIB 2213 Bible Study
- REL 1133 Authentic Christianity
- REL 1173 Introduction to Biblical Literature
- THE 2113 Introduction to Theology and Apologetics
- THE 2333 Pentecostal Doctrine and History

#### MAJOR STUDIES: 63 Hours

**Core Studies: 33 hours**

- ACC 2213 Principles of Financial Accounting
- BUS 1123 Survey of Economics
- BUS 2253 Business Law I
- BUS 2513 Business Technology
- BUS 3413 Statistics
- BUS 4113 Ethics
- BUS 4473 Strategy and Policy in Business
- FIN 2113 Principles of Finance
- MGT 2313 Principles of Management
- MGT 2383 Management Communications
- MKT 2323 Principles of Marketing

**Professional Development: 30 hours** *Includes a least nine hours of upper-level courses which can be used for minors.*

- BUS 4443 Business Finance
- MKT 3223 Consumer Behavior
- MKT 3233 Business Marketing
- MKT 4313 Advertising and Promotion
- MKT 4353 Digital Marketing and Sales Strategies
- MKT 4893 Marketing Management
- MKT 4913 Marketing Capstone
- 9 hours of student's choice from upper level MKT courses.

#### MINOR STUDIES/GENERAL ELECTIVES: 6 Hours

- 6 hours of student's choice

#### TOTAL PROGRAM REQUIREMENTS 120 Hours