

## Marketing and Media

### PROGRAM DESCRIPTION

The primary purpose of the Marketing and Media major is to develop and hone the student's ability to communicate within the global context of expanding marketing and media. The marketing and media internship provides practical field experience. This four-year program is ideal training for the student seeking entry-level positions in marketing and media careers within business and/or ministry as well as preparation for graduate studies within the field.

### PROGRAM OBJECTIVES

Upon completion of the Marketing and Media major, the student:

- Articulate a biblically-informed and holistic view of business and leadership theories and principles in a business-oriented organization.
- Develop skills in thinking, writing, and seeking effectiveness and clarity.
- Develop higher-level research and reading skills in order to enhance appreciation, critical thinking, and contextual understanding within a framework of marketing and consumer behavior theory.
- Access, analyze, and produce quality work in the creative and commercial areas of writing, speech, advertising, media, and marketing.
- Develop integrative skills in biblical, cultural, literary, and practical understanding of global media and marketing.

**DEGREE:** Bachelor of Science in Business Administration

### COURSE REQUIREMENTS

121 Credits ▪ All courses are three credits unless noted otherwise.

#### Fall Year 1 (16 credits)

CSU101	CSU First Year Experience (0)
BA102	Introduction to Business
BA109	Business Computer Skills 1
BI100	Principles of Bible Study
BI111	Bible Survey
EN121	Academic and Researched Writing
HP101	Living Well (1) *

#### Spring Year 1 (15 credits)

BA179	Global Media OR BA205 Public Relations
EN122	Writing Across the Disciplines
PS100	General Psychology *
SP100	Speech Communication *
TH120	Building a Biblical Lifestyle

#### Fall Year 2 (15 credits)

BA211	Financial Accounting I
BA220	Marketing
EV220	World Religions *
ELEC	Business or Communications Elective
ELEC	History Core Elective

#### Spring Year 2 (15 credits)

BA212	Financial Accounting II
BA225	Strategic Human Resources Management
EN313	Business Communication
TH211	Theology Survey
ELEC	Biblical Studies Elective

#### Fall Year 3 (15 credits)

BA301	Management and Organization
BA312	Consumer Behavior
BA485	Business Internship
ELEC	Biblical Studies Elective
ELEC	Humanities Elective

#### Spring Year 3 (15 credits)

BA310	Marketing Research
MA216	Introduction to Statistics
TH308	Theological Distinctives
ELEC	Biblical Studies Elective
ELEC	Humanities Elective

#### Fall Year 4 (15 credits)

BA403	Business Law, Ethics and Theology
BA415	Social Media Strategy
ELEC	Business or Communications Elective <sup>1</sup> <sub>SEP</sub>
ELEC	Free Elective
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#### Spring Year 4 (15 credits)

BA215	Personal Finance
PH206	Worldviews: Humanities and Science *
TH480	Senior Seminar *
ELEC	Free Elective
ELEC	Free Elective

\* Courses offered both semesters