



SCHOOL OF BUSINESS

— FOUR YEAR PLAN —

ABOUT

The Marketing degree enables students to pursue the creative side of business as well as develop the business acumen they need to be an effective business professional. Our faith-based curriculum aligns with our university's mission "to make Christlike disciples in higher education. Whether graduates need to design a product, develop an advertising campaign, or conduct market research, students are equipped to be business leaders and help any organization succeed. Students are highly encouraged to complete an internship in their junior or senior year(s) to provide an opportunity to apply their education in a professional environment.

DEGREE PLAN

***The courses listed are for this specific program and are in addition to the general education courses required for all students. See the General Education brochure or go to snu.edu/gen-ed for more information on those courses.*

YEAR 1

Ethics & Business Principles
Principles of Marketing
Principles of Economics
Principles of Financial Accounting

YEAR 2

Principles of Management
Principles of Managerial Accounting
Business Finance
Consumer Behavior
International Business & Ethics

YEAR 3

Business Law
Business Communications
Promotional Strategies
Digital Marketing
Marketing Elective

YEAR 4

Management Information Systems
Business Analytics
Business Policy
International Marketing
Marketing Elective

