



# SCHOOL OF BUSINESS MARKETING

— FOUR-YEAR PLAN —

## ABOUT

The Marketing program 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 reverse side or go to [snu.edu/gen-ed](http://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

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### YEAR 2

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

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### YEAR 3

Business Law  
Business Communications  
Promotional Strategies  
Digital Marketing  
Marketing Elective

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### YEAR 4

Management Information Systems  
Business Analytics  
Business Policy  
International Marketing  
Marketing Elective





# GENERAL EDUCATION

General Education forms the foundation of every student's academic journey at SNU. As a Christian liberal arts university, we are committed to equipping students with the knowledge, values, and skills essential for their development as both thoughtful Christians and engaged community leaders. Our General Education curriculum is intentionally designed to be both comprehensive and flexible—allowing students to pursue their individual interests while ensuring they graduate prepared for lifelong learning, service, and growth.

The General Education program consists of approximately 51 credit hours that introduce and develop important skills such as the:

- Importance of thinking critically and solving problems
- Ability to communicate effectively
- Appreciation of human creativity
- Importance of science and technology in the 21st century
- Power of social responsibility in our community
- Awareness of global diversity
- Role of our Christian faith in daily life

Students take at least one foundational course and one upper-level windows course in each of these areas.

Central to SNU's mission is the engagement of students in transformational learning experiences designed to explore what it means to seek truth together with a Christ-centered community of scholars.

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## YEAR 1

- Composition I & Composition II
- Introduction to Speech
- A foundation course in Social Responsibility
- A foundation course in Science & Technology
- Christian Faith & Life

## YEAR 2

- Modern World
- Aesthetics
- A foundation course in Critical Thinking & Problem Solving
- Old Testament or New Testament Literature & Life

## YEAR 3

- A windows course in Social Responsibility
- A windows course in Effective Communication
- A windows course in Science & Technology
- A windows course in Critical Thinking & Problem Solving

## YEAR 4

- A windows course in Global Perspectives
- A windows course in Artistic Expression
- Foundations of Christian Belief