



MARKETING

FOUR YEAR PLAN

SCHOOL OF BUSINESS
SOUTHERN NAZARENE UNIVERSITY



MARKETING

ABOUT

The Marketing program is the creative side of business, and students develop skills in a faith-based environment aligning with the University mission "To make Christlike disciples through higher education." Marketing has a reputation for being the "fun" area of business due to the creativity that goes into product design, advertising, personal sales and publicity. There are also intricate activities such as supply chain management, pricing, and research.

Offering customer contact and exposure to the core of what organizations provide - the goods and/or services - Marketing is launching pad for a business career. Marketing graduates will learn to speak into the ethics of marketing communication and social responsibility. Students are encouraged to complete an internship in their junior or senior year(s) to provide real-world job training to fully round out their academic experience.

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.

01

Ethics and Business Principles
Principles of Marketing
Principles of Management

02

Principles of Accounting I
Principles of Accounting II
Economics
International Business and Ethics
Consumer Behavior

03

Legal Environment of Business
Business Finance
Business Communication in a
Global Environment
Promotional Strategies

04

Business Analytics
Management Information Systems
Business Policy
International Marketing

*plus six Elective hours



"My favorite aspect of the Marketing program has been having discussions in class that are thought-provoking and have spurred me on to be better. More than the skills I was expecting to learn, I have been exposed to professional opportunities that have prepared me for the world of business."

-Jacey Parkhurst

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