

BS in Business: Marketing

63 units

The marketing major (<https://www.apu.edu/business/programs/marketing-major/>) equips students with solid functional skills in business and strong marketing skills that emphasize a dynamic synergy built upon traditional marketing components with innovative digital and social media marketing. These skills can be used to obtain an internship and secure many types of marketing-related opportunities in industry, positioning them to be influencers in the digital market space.

Students in this program are equipped to create and manage all aspects of an organization, encompassing a hybrid blending of traditional and digital marketing. A comprehensive view of strategic planning for an organization to the implementation of the expanded marketing mix and campaigns to promote business services, products, and brands is demonstrated from student engagement. Corporate brand identity, customer acquisition, conversion, and retention are fulfilled through integrated marketing communications and targeted campaigns. Students may earn certificates demonstrating their proficiency in social media marketing and analytics.

Coursework engages students in learning about consumer behavior, integrated marketing communications, digital marketing, and web design, and offers choices of additional marketing courses that are appealing (sales and sales management, retailing, global marketing management, marketing research). The capstone course, Strategic Marketing Management, is a hands-on course in which students analyze case studies and determine the best course for sustainable strategic competitive advantage. Hands-on projects and community outreach are emphasized throughout the program.

Today's employers are seeking educated marketers who can create and manage corporate brands and communications designed to foster a consistent organizational image and promote customer loyalty. Students are equipped with the necessary practical skills to become professional marketers for various types of businesses, nonprofits, and church-led organizations.

Experiential Learning Opportunities

In teams, students complete a social media campaign and a marketing plan for a real organization. Students build their résumés through internships and have the option to participate in numerous student clubs that provide opportunities for marketing supervisory or management positions as well as confidence and skill-building opportunities in leadership, team building, project management, decision making, social media, event planning, and promotion.

Students may also participate in various study-away opportunities. Students participating in study-away opportunities engage with topics of globalization, trade, culture, and global management and leadership as they travel the world. Typically, study-away trips include visiting global and international organizations and learning from universities and business leaders around the world.

Certificates, Credentials, and Microcredentials

The marketing major allows students to earn industry-valued, internationally recognized certificates in social media management and analytics, as well as microcredentials in social media, social media marketing management, and sales management, all of which can be added to résumés and uploaded to online portfolios, certifying and showcasing their mastery of these skills to potential employers.

Career Opportunities

Career paths open to marketing majors include marketing coordinator/specialist, marketing project manager, account coordinator/executive manager, product/brand manager, digital marketing specialist/manager, social media marketing manager, creative assistant, web content writer/manager, sales representative/manager, marketing researcher/analyst, marketing manager, advertising and promotion manager, media planner/buyer, retail marketer, marketing analytics specialist, and marketing communications coordinator. Income potential and personal fulfillment are high. Marketing professionals who excel can become top executives.

Requirements

The marketing major comprises 63 units. Students must achieve an average GPA of 2.5 or higher in their major courses (this includes the Business Core).

Code	Title	Units
Business Core Courses		
ACCT 120	Principles of Accounting I	3
ACCT 121	Principles of Accounting II	3
BUSI 240	Introduction to Information Systems and Business Applications	3
BUSI 244	Data Analytics, Spreadsheets, and Data Visualization	3
BUSI 296	Business Law	3

BUSI 370	International Business ¹	3
FIN 300	Business Finance for Managers	3
ECON 200	Survey of Economics ²	3
BUSI 111	Business Statistics ³	3
MGMT 210	Principles of Management ⁴	3
MGMT 211	Organizational Leadership ²	3
MGMT 448	Organizational and Administrative Behavior ⁵	3
MGMT 450	Strategic Management ⁴	3
MKTG 260	Principles of Marketing ¹	3
Marketing Courses		
MKTG 262	Consumer Behavior: An Applied Approach ^{S, 5}	3
MKTG 361	Advertising and Integrated Marketing Communications ^S	3
MKTG 465	Strategic Marketing Management ^S	3
MKTG 466	Digital and Social Media Marketing ^F	3
Select two of the following:		6
ENTR 312	Creativity and Innovation ^F	
MKTG 363	Marketing Research ^F	
MKTG 364	Sales and Sales Management ^S	
MKTG 368	Retail Management ^F	
MKTG 373	Global Marketing Management ⁶	
Select one of the following:		3
MKTG 350	Marketing Internship ⁴	
MGMT 350	Business Management Internship ⁴	
BUSI 350	Business Internship ⁴	

Total Units **63**

- ¹ Meets the General Education Intercultural Competence requirement.
² Meets the General Education Social Sciences requirement.
³ Meets the General Education Quantitative Literacy requirement.
⁴ Meets the General Education Integrative and Applied Learning requirement.
⁵ Meets the General Education Civic Knowledge and Engagement requirement.
⁶ Offered via Study Away.

F	Offered in Fall only
S	Offered in Spring only
F/S	Offered in both Fall and Spring terms
EF	Offered in Fall in even years
ES	Offered in Spring in even years
OF	Offered in Fall in odd years
OS	Offered in Spring in odd years

Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Demonstrate competency in multiple business disciplines.
2. Apply critical thinking to solve business problems.
3. Evaluate business decisions based on a Christian perspective.
4. Communicate ideas through professional channels.
5. Be contributing team members.
6. Identify cultural aspects of business in diverse environments.