

Marketing

Degree Type

Major

Marketing Major Goals

For the Marketing major the goal of the department is to enhance one's ability and competence in relating marketing concepts, functions, and policies to each other in order to solve problems and analyze policies.

The Marketing Major at Bethany College is designed to achieve the following goals:

- Students understand the importance of marketing to a business enterprise and understand the concepts of market segmentation, target markets, market positioning and differentiation
- Students understand the global marketplace and the use of marketing techniques by multinational enterprises in a global environment
- Students understand the consumer buying behavior, the firm's marketing strategy and marketing mix, consumer perceptions of the product and product life cycle
- Students understand the role of advertising, sales promotion, social media, public relations, and integrated marketing communications

Requirements for Major in Marketing

Students pursuing a Major in Marketing should complete the following:

All of the 200-level courses listed above should be completed by the end of the sophomore year.

| Item # | Title | Credits |
|----------|--------------------------------------|---------|
| ACCT 202 | Financial Accounting | 3 |
| ACCT 203 | Managerial Accounting | 3 |
| ECON 201 | Principles of Microeconomics | 3 |
| ECON 202 | Principles of Macroeconomics | 3 |
| | MATH 281 and 282 or PSYC 205 and 207 | 6 |

Business Core Courses

In addition to the courses listed above, students majoring in Marketing are required to complete the following business core courses

| Item # | Title | Credits |
|----------|---------------------------------|---------|
| BUSI 308 | International Business | 3 |
| BUSI 310 | Principles of Marketing | 3 |
| BUSI 311 | Principles of Management | 3 |
| BUSI 312 | Principles of Corporate Finance | 3 |
| BUSI 332 | Business Law I | 3 |
| BUSI 422 | Financial Analysis | 3 |
| BUSI 478 | Senior Capstone Seminar | 3 |
| BUSI 482 | Ethics in Business | 3 |

Marketing Management Track Courses

Students pursuing the Marketing Management Track must also complete these major and track specific courses.

| Item # | Title | Credits |
|----------|--|---------|
| BUSI 203 | Principles of Advertising and Public Relations | 3 |
| BUSI 328 | International Marketing | 3 |
| BUSI 330 | Consumer Behavior | 3 |
| BUSI 340 | Marketing Management | 3 |
| BUSI 400 | Professional Selling | 3 |
| BUSI 460 | Marketing Research | 3 |
| BUSI 495 | Comprehensive Exams | |
| | Elective Courses | 9 |
| BUSI 490 | Senior Project | 2 |

Elective Courses

Elective courses can be the following courses or any other course offered by the department and not included in the marketing major and with the prior approval of the marketing major advisor.

| Item # | Title | Credits |
|-------------|---|---------|
| ACCT 425 | Cost Accumulation and Control | 3 |
| BUSI 212 | Social Media and Digital Marketing | 3 |
| BUSI 222 | Research Methods in Business | 3 |
| BUSI 303 | Organizational Communication | 3 |
| BUSI 309 | Small Business Management | 3 |
| BUSI 329 | Entrepreneurial Finance | 3 |
| BUSI 338 | Sport Marketing | 3 |
| BUSI 345 | Intercultural Communication | 3 |
| BUSI 403 | Globalization and International Communication | 3 |
| BUSI 412 | Integrated Marketing Communications Campaigns | 3 |
| BUSI 480 | Topics in Business | 3 |
| BUSI 487-88 | Independent Study | 3 |
| CPSC 230 | Project Management | 3 |
| ECON 280 | Managerial Economics | 3 |
| PSYC 226 | Social Psychology | 3 |
| PSYC 250 | Multicultural Psychology | 3 |
| PSYC 307 | Statistics in Psychology III | 3 |

Digital Marketing Track Courses

Students pursuing the Digital Marketing track must also complete these major and track specific courses.

| Item # | Title | Credits |
|---------------|--|----------------|
| BUSI 203 | Principles of Advertising and Public Relations | 3 |
| BUSI 242 | Social Media Marketing | 3 |
| BUSI 246 | Viral and Organic Growth | 3 |
| BUSI 328 | International Marketing | 3 |
| BUSI 330 | Consumer Behavior | 3 |
| BUSI 342 | Email Marketing | 3 |
| BUSI 346 | Search Engine Optimization/Search Engine Marketing (SEO/SEM) | 3 |
| BUSI 362 | Digital Marketing Analytics | 3 |
| BUSI 460 | Marketing Research | 3 |
| BUSI 490 | Senior Project | 2 |
| | | 71 |