

B.S. in Marketing

The marketing major (<https://www.apu.edu/business/programs/marketing-major/>) provides students with a strong business foundation and solid skills in the functional areas of marketing. Further, coursework in digital and social media marketing equips students with the skills to take advantage of current trends in marketing. The program emphasizes academic preparation, as well as skill-building practice with the integration of class projects and marketing case studies. Many students are able to secure internships during their time at APU to give them work experience and build their résumés.

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 64-66 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	4
ACCT 121	Principles of Accounting II	3
MATH 130	Introduction to Statistics ¹	3
MGMT 210	Principles of Management	3
BUSI 240	Introduction to Information Systems	3
ECON 250	Principles of Macroeconomics ²	3
ECON 251	Principles of Microeconomics	3
MKTG 260	Principles of Marketing	3
BUSI 296	Business Law	3
FIN 320	Principles of Corporate Finance	3
BUSI 370	International Business ³	3
MGMT 448	Organizational and Administrative Behavior ⁴	3
MGMT 450	Strategic Management ⁵	3
Select one of the following:		3-5
BUSI 311	Quantitative Analysis for Management	
MATH 151	Applied Calculus I	
MATH 165	Calculus I	
Marketing Courses		
MKTG 361	Integrated Marketing Communications	3
MKTG 362	Consumer Behavior	3
MKTG 363	Marketing Research	3
MKTG 465	Strategic Marketing Management	3
MKTG 466	Digital Marketing	3
Select one of the following:		3
MKTG 350	Marketing Internship	
BUSI 350	Business Internship	
Select one of the following:		3
MKTG 368	Retail Management ^F	
MKTG 364	Sales and Sales Management ^S	
MKTG 373	Global Marketing Management	

Total Units

64-66

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

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. Competent Business Knowledge: Demonstrate knowledge in multiple business disciplines, including management, finance, marketing, accounting and economics.
2. Critical Thinking: Identify and solve business problems using analytical and critical thinking skills.
3. Christian Business Ethics: Demonstrate the ability to evaluate business decisions based on a Christian perspective.
4. Written Communication: Convey ideas clearly through professional written communication.
5. Oral Communication: Express ideas effectively through professional oral presentations.
6. Collaborative Teamwork: Demonstrate the ability to function as an effective business team member.
7. Comprehensive Global Awareness: Identify cultural, economic and political aspects of business in a global environment.
8. Discipline Knowledge: Demonstrate knowledge of marketing concepts.
9. Discipline Problem Solving/Strategy: Solve core marketing problems, or analyze marketing situations and provide strategy for effectiveness.