

MARKETING B.A.

Requirements

Students working towards a degree in Accounting may select an optional concentration in *Data Analysis*, *International Business*, *Management* or *Organizational Psychology*. Academic requirements for these optional concentrations can be found here (<https://catalog.vanguard.edu/buco/undergraduate/business/business-concentrations/>).

Code	Title	Units
	Core Curriculum Requirements (https://catalog.vanguard.edu/college/core-curriculum/)	54-52
	Business and Management Core Requirements	36
	Marketing Major Requirements	18
	Electives	14
Total Units		122-120

Business and Management Core Requirements for all Department Majors

Code	Title	Units
Lower Division		
BUSN-114	Introduction to Business	3
MATH-116	College Algebra	3
	or MATH-170C Precalculus	
BUSN-125	Computer Applications	3
BUSN-215	Principles/Economics I-Macro	3
BUSN-216	Principles/Economics II-Micro	3
ACCT-225	Principles of Financial Accounting	3
Upper Division		
BUSN-316	Legal Aspects/Business Process	3
	or BUSN-317 Legal & Ethical Environ/Busin	
ACCT-321	Accounting and Finance for Decision Making	3
MNGT-325	Management Theory/Practice	3
FINC-335	Corporate Finance	3
MRKT-360	Principles of Marketing	3
BUSN-455C	Business Policy and Strategy (Capstone Course)	3
Total Units		36

Marketing Major Requirements

In addition to the Business and Management Core Requirements for an Accounting Major, students must successfully complete the following courses:

Code	Title	Units
Marketing Major Requirements		
MRKT-365	Marketing Research	3
MRKT-366	Sales & Sales Management	3
MRKT-369	Consumer Behavior	3
MRKT-464	Strategic Marketing	3

COMM-378	PR: Corp Comm, Information, and Mgmt	3
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Upper Division

Department of Business and Management courses	3
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(Students may take (specified intra-disciplinary) courses to fulfill these requirements, requiring prior approval of the Chair of the Department of Business and Management).

Total Units	18
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Four Year Plan

Disclaimer: This *sample* Four Year Plan is provided as a guide for the recommended sequencing of courses. Vanguard University requires that students complete a minimum of 120 units of required course work as outlined on the Requirements tab in order to receive a Bachelor of Arts, Bachelor of Music, Bachelor of Science, or Bachelor of Science in Nursing degree. It is the student's responsibility to confirm with the department the course rotation before enrolling in courses. If applicable, please note the footnotes at the bottom of the page for additional information related to courses listed in a particular year and term. Questions, contact the Department of Business.

Study Abroad Participation: Students interested in participating in the university's Study Abroad programs are encouraged to reach out to the Global Education and Outreach Office (studyabroad@vanguard.edu) for more information and collaboration in their academic course planning. Students using Education and Training Benefits through the U.S. Department of Veteran Affairs are encouraged to also reach out to the School Certifying Official for more information regarding how benefits can be applied.

Course	Title	Units
Year 1 Term 1		
CORE-100C	Cornerstone	1
BUSN-114	Introduction to Business	3
ENGL-120C	Persuasive Writing	3
THEO-101C	Foundations of Christian Life	3
MATH-PLHDAC	Math Algebra Or Precalculus	3
SOC-PLHD2	Social Science Requirement	3
Units		16

Year 1 Term 2		
BUSN-125	Computer Applications	3
NT-101C	New Testament Survey	3
KINE-145C	Lifetime Fitness/Wellness Lect	1
KINE-146C	Lifetime Fitness/Well Activity	1
MATH-265C	Intro to Statistical Methods	3
HIST-PLCR1	History Core Requirement (US History)	3
SOC-PLHD2	Social Science Requirement	3

Units		17
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Year 2 Term 1		
BUSN-PLHDEC	Macro Or Micro Economics	3
ACCT-225	Principles of Financial Accounting	3
ENGL-220C	Researched Writing	3
COMM-201C	Speech Composition and Presentation	3

NSCI-PLCR	Science Lec/Lab Requirement	4
Units		16
Year 2 Term 2		
BUSN-PLHDEC	Macro Or Micro Economics	3
OT-201C	Old Testament Survey	3
ENGL-230C	Literature and the Human Experience	3
HIST-PLCR2	History Core Requirement (World Civ)	3
FINA-PLCR	Fine Arts Core Curriculum Requirement	3
Units		15
Year 3 Term 1		
MNGT-325	Management Theory/Practice	3
MRKT-360	Principles of Marketing	3
ACCT-321	Accounting and Finance for Decision Making	3
FINC-335	Corporate Finance	3
ELCT-PLHD3A	General Elective 3 Units	3
Units		15
Year 3 Term 2		
THEO-300C	Developing a Christian World View	3
BUSN-PLHDLE	Legal Aspects/Legal Ethical	3
MRKT-369	Consumer Behavior	3
MRKT-365	Marketing Research	3
ELCT-PLHD3A	General Elective 3 Units	3
Units		15
Year 4 Term 1		
COMM-378	PR: Corp Comm, Information, and Mgmt	3
MRKT-464	Strategic Marketing	3
MRKT-366	Sales & Sales Management	3
BUSN-PLUD3A	Upper Div Business Dept Elective (3u)	3
ELCT-PLHD2	General Elective Course 2 Units	2
Units		14
Year 4 Term 2		
BUSN-455C	Business Policy and Strategy	3
CHIS-400C	Christian Heritage	3
ELCT-PLHD3A	General Elective 3 Units	3
ELCT-PLHD3B	General Elective 3 Units	3
Units		12
Total Units		120

