

# MARKETING B.A.

## Program Learning Outcomes

1. Understand the role and practice of marketing within an organization including theoretical and applied aspects of the marketing discipline.
2. Develop, analyze, and evaluate strategic and tactical marketing plans and programs and assess marketing performance, including the preparation of a simple marketing budget and income statement.
3. Demonstrate proficiency in marketing research skills.
4. Effectively present, both orally and written, marketing ideas/information to others in a business setting.
5. Be able to integrate a clear understanding of the customer - definition of choice and decision making.

## Requirements

Students working towards a degree in Marketing may also select an optional minor in Accounting or Management.

Code	Title	Units
Core Curriculum Requirements ( <a href="https://catalog.vanguard.edu/interdisciplinary-offerings/core-curriculum/">https://catalog.vanguard.edu/interdisciplinary-offerings/core-curriculum/</a> ) <sup>1</sup>		50
Business and Management Core Requirements		39
Marketing Major Requirements		18
General Electives		13
<b>Total Units</b>		<b>120</b>

## Business and Management Traditional Undergraduate Core Requirements

Code	Title	Units
<b>Lower Division</b>		
ACCT-225	Principles of Financial Accounting	3
ACCT-226	Principles of Managerial Accounting	3
BUSN-125	Computer Applications	3
BUSN-215	Principles of Macroeconomics	3
BUSN-216	Principles of Microeconomics	3
MATH-265C	Intro to Statistical Methods <sup>2</sup>	3
MATH-116C	College Algebra	3
or MATH-170C	Precalculus	
COMM-273	Visual Technology	3
or COMM-290	Intro to Interpersonal Communication	
or COMM-333	Small Group Leadership	
<b>Upper Division</b>		
BUSN-316	Business Law	3
BUSN-455C	Business Policy and Strategy (Capstone Course)	3
FINC-335	Corporate Finance	3
MNGT-325	Management Theory/Practice	3
MRKT-360	Principles of Marketing	3
<b>Total Units</b>		<b>39</b>

## Marketing Major Requirements

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

Code	Title	Units
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
<b>Upper Division</b>		
Department of Business and Management courses		3
(Students may take specified intra-disciplinary courses to fulfill these requirements, requiring prior approval of the Chair of the Department of Business and Management).		
<b>Total Units</b>		<b>18</b>

1

Number of units required from the Core Curriculum not included in the major requirements below.

2

Three of the 57 units count toward Core Curriculum

## 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](mailto: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
<b>Year 1 Term 1</b>		
CORE-100C	Cornerstone	1
BUSN-125	Computer Applications	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
<b>Units</b>		<b>16</b>
<b>Year 1 Term 2</b>		
MATH-265C	Intro to Statistical Methods	3
KINE-148C	Lifetime Fitness and Wellness Lecture	3
HIST-PLCR1	History Core Req (US Hist Or Democracy)	3
BUSN-215	Principles of Macroeconomics	3
SOC-PLHD2	Social Science Requirement	3
<b>Units</b>		<b>15</b>
<b>Year 2 Term 1</b>		
BUSN-216	Principles of Microeconomics	3
ACCT-225	Principles of Financial Accounting	3
ENGL-220C	Researched Writing	3
NT-101C	New Testament Survey	3
COMM-201C	Speech Composition and Presentation	3
<b>Units</b>		<b>15</b>
<b>Year 2 Term 2</b>		
OT-201C	Old Testament Survey	3
ACCT-226	Principles of Managerial Accounting	3
HIST-PLCR2	History Core Requirement (World Civ)	3
FINA-PLCR	Fine Arts Core Curriculum Requirement	3
MRKT-360	Principles of Marketing	3
<b>Units</b>		<b>15</b>
<b>Year 3 Term 1</b>		
MNGT-325	Management Theory/Practice	3
ENGL-230C	Literature and the Human Experience	3
FINC-335	Corporate Finance	3
MRKT-365	Marketing Research	3
COMM-BUSPH	COMM Requirement Placeholder	3
<b>Units</b>		<b>15</b>
<b>Year 3 Term 2</b>		
THEO-300C	Developing a Christian World View	3
BUSN-316	Business Law	3
MRKT-369	Consumer Behavior	3
ELCT-PLHD3A	General Elective 3 Units	3
NSCI-PLCR	Science Lec/Lab Requirement	4
<b>Units</b>		<b>16</b>
<b>Year 4 Term 1</b>		
COMM-378	PR: Corp Comm, Information, and Mgmt	3
MRKT-366	Sales & Sales Management	3
BUSN-PLUD3A	Upper Div Business Dept Elective (3u)	3
ELCT-PLHD6	Electives 6 Units	6
<b>Units</b>		<b>15</b>
<b>Year 4 Term 2</b>		
BUSN-455C	Business Policy and Strategy	3
CHIS-400C	Christian Heritage	3
MRKT-464	Strategic Marketing	3
ELCT-PLHD3A	General Elective 3 Units	3

ELCT-PLHD1	Elective Course 1 Unit	1
<b>Units</b>		<b>13</b>
<b>Total Units</b>		<b>120</b>

**Notes:**

- THEO-300C Developing a Christian World View can only be taken after completion of at least 60 units. CHIS-400C Christian Heritage can only be taken after completion of at least 90 units.