

# Pacific Union College

## Major in Business Administration: Marketing Emphasis—B.B.A.

### OCCUPATIONAL INFORMATION

#### Following Graduation

Students with an emphasis in marketing often begin their career in the following:

1) Marketing departments of large corporations, nonprofit organizations, retail establishments, wholesaling, sales, marketing research, or advertising.

2) An internship or management training program.

3) Graduate schools of business, law, medicine, or dentistry, if the prerequisites are met.

4) Self employment.

A wide variety of opportunities is available to students with this emphasis. The ultimate position is dependent upon each individual.

Graduates who put forth the effort and

desire for advancement generally move into responsible leadership positions in their chosen field of work.

#### Training and Education

Many organizations require a bachelor's degree for potential employees. Many managers have found that the knowledge and perspective gained in earning a master's and/or doctorate degree enhances their competitive position. To reach the highest ranks in college and university environments, a doctorate is essential.

The B.B.A. degree in Business Administration permits a student to specialize in a chosen field of business.

#### Job Market and Outlook

The field of marketing is quite broad and open for good graduates. The latest ten-year projections suggest that there will be an increase in the availability of jobs. Every organization or institution needs business-trained personnel. The employment opportunities and growth rates in the areas served by business majors are expected to grow during the next ten years.

#### Beginning and Potential Earnings

Beginning salaries generally range between \$35,000 and \$50,000, potential earnings being practically unlimited, depending on the field chosen and the individual advancement.

### MAJOR COURSE REQUIREMENTS

**Major in Business Administration with a Marketing Emphasis—B.B.A.:** A minimum of 104 hours (45 in the upper division) in the core and emphasis distributed as follows:

#### Required Core Courses: (64 hours)

ACCT 121-22-23	Principles of Accounting I-II-III	3-4-3
ACCT 391	Accounting Systems in Small Businesses	2
BUAD 279	Business Communications/Data Presentation	3
BUAD 325-326	Business Law I-II	3-3
BUAD 490	Seminar in Business	1
ECON 261	Principles of Economics—Macro	4
ECON 265	Principles of Economics—Micro	4
FIN 341	Finance	5
MGMT 361	Management	4
MGMT 465	Organizational Behavior	3
MGMT 491	Strategic Management	3
MKTG 351	Marketing	4
MATH 106	College Algebra (or MATH 131 Calculus I)	4
STAT 222	Introduction to Statistics	4
STAT 322	Statistical Methods	3
OFAD 111	Personal/Beginning Keyboarding (or waiver exam)	0-2

A minimum of 4 hours from the following: 4

INFS 144	PC Operating Systems (1)
INFS 148	PC Spreadsheets (1)
INFS 149	PC Databases (1)
OFAD 201	Word Processing (2 hours maximum) (or 203 Word Processing)

#### Marketing Emphasis (40 hours)

MGMT 466	Business and Society	3
MKTG 360	Consumer Behavior	3
MKTG 371	Marketing Research	3
MKTG 374	Advertising	3
MKTG 481	Marketing Problems	3

A minimum of 9 hours from: 9\*

INFS 377	Electronic Commerce (3)
MKTG 372	Retailing Management (3)
MKTG 377	Sales Management (3)
MKTG 417	Service and Nonprofit Marketing (3)
MKTG 458	International Marketing (3)

A minimum of 6 hours in Accounting from: 6

ACCT 311-12-13	Intermediate Accounting I-II-III (3-3-3)
ACCT 321-322	Cost Accounting I-II (3-3)
ACCT 341	Taxation for Individuals (4)
ACCT 343	Taxation for Corporations/Partnerships (4)
ACCT 345	Estate Planning, Gifts & Trust Taxation (3)

Additional hours (minimum of 4 U.D.) from: 10\*

ACCT, BUAD, ECON, FIN, INFS, MGMT, or MKTG courses to total at least 104 hours in the major (core courses and emphasis).

#### Recommended Supporting Courses:

BUAD 118	Personal Money Management (3)
BUAD 223	Personal Law (2)
OFAD 116	Calculating Machines (1)

\* Courses used to fulfill requirements in the two sections marked with an asterisk cannot also be used to fulfill requirements in any other emphasis or business program.

## SUMMARY OF GENERAL EDUCATION

Note: The following is a brief summary of General Education requirements. For a full explanation, please refer to the Pacific Union College Catalog.

### Foundations of Learning

ENGL 101-102 College English (4-4)  
Speech course: To be chosen from list (3)

### Human Identity in Cultural Contexts

HIST 101-102 History of World Civilizations  
or HIST 134-135 (4-4)  
One behavioral science (ANTH-PSYC-SOCI) course from list (3)  
Second social science course is fulfilled by ECON in major

### Insights of the Imagination

Literature: ENGL 301 Great Books (4)  
Art history or music history course: To be chosen from list (3)

### The Natural World

Introductory-level Science (C- or better for high school)  
H. S. biology or BIOL 105 Intro to Biology (5)  
H. S. chemistry or CHEM 101 Intro. Chemistry (4)  
H. S. physics or PHYS 105 Introduction to Physics (5)  
Laboratory science course: To be chosen from list (4)

### Revelation, Belief and Action

Sixteen to eighteen quarter hours distributed as follows:  
A minimum of 6 hours of courses with RELB prefixes  
A maximum of 9 hours of lower division  
For transfer students from public colleges, this requirement is prorated: Sophomores—14, Juniors—10, Seniors—6

### Health and Fitness

One health course: To be chosen from list (2)  
Four ESAC courses including one aerobics (4)  
For transfer students: One per year in residence at PUC

### Skills for Daily Living

Satisfied by the Business major

### What the Degree Includes

- A total of 192 quarter hours including:
1. A minimum of 60 upper division hours.
  2. General Education requirements.
  3. Major requirements.
  4. Minimum 2.0 GPA, overall and major.

### For More Information

Business Administration and Economics Department  
Pacific Union College  
One Angwin Avenue  
Angwin, CA 94508 (707) 965-6238

U.S. Occupational Outlook Handbook  
Counseling & Career Development Center (PUC)

Visit our Web site: <http://www.puc.edu>. (Click [academics](#).  
See appropriate entries under [Academic Departments](#),  
[Academic Programs](#), and [Departmental Home Pages](#).)

## SAMPLE FOUR-YEAR PROGRAM

It is not likely that these courses can always be taken in the order given. Your advisor will help you design a personalized program of studies.

First Year	A	W	S
Principles of Accounting I, II, III	3	4	3
College Algebra (or Calculus)	4	-	-
Keyboarding Course <sup>1</sup>	-	-	2
Calculating Machines (recommended)	1	-	-
College English	-	4	4
Religion	2	2	2
Exercise Science	-	-	1
Computer Cognates	1	2	1
Personal Law (recommended)	2	-	-
Personal Money Management (recom'd)	-	-	3
General Education/Electives <sup>2</sup>	3	4	-
	<u>16</u>	<u>16</u>	<u>16</u>

Second Year	A	W	S
Principles of Economics—Macro	4	-	-
Principles of Economics—Micro	-	4	-
Accounting courses <sup>3</sup>	3	3	3
Introduction to Statistics	4	-	-
Statistical Methods	-	3	-
Religion	2	2	2
Exercise Science	-	-	1
General Education/Electives <sup>2</sup>	3	4	10
	<u>16</u>	<u>16</u>	<u>16</u>

Third Year	A	W	S
Finance	5	-	-
Marketing	4	-	-
Management	-	-	5
Business Comm/Data Presentation	-	-	3
Exercise Science	-	-	1

Third and/or Fourth Year	A	W	S
Consumer Behavior	3	-	-
Marketing Research	-	-	3
Marketing Problems	-	3	-
Advertising	3	-	-
Accounting Systems in Small Business	-	-	2
Business Law I & II	3	3	-
Organizational Behavior	-	3	-
Business and Society	3	-	-
Accounting courses from list <sup>3</sup>	3	3	-
Marketing courses from list <sup>4</sup>	3	3	3
Major Electives <sup>5</sup>	4	3	3
General Education/Electives <sup>2</sup>	9	14	8

Fourth Year	A	W	S
Seminar in Business	1	-	-
Strategic Management	-	-	3
Exercise Science	-	-	1
	<u>32</u>	<u>32</u>	<u>32</u>

1. Personal/Beginning keyboarding required if typing speed is less than 40 wpm. Intermediate Keyboarding is recommended.
2. See "Summary of General Education" above.
3. Accounting courses: Select 6 hours from the following:  
Intermediate Accounting (3-3-3) Tax. for Corp./ Partnerships (4)  
Cost Accounting (3-3) Estate Plan. /Gift/Trust Tax. (3)  
Taxation for Individuals (4)
4. Marketing courses: Select 9 hours from the following:  
Retailing Management (3) International Marketing. (3)  
Sales Management (3) Electronic Commerce (3)  
Services Mktg. (3)
5. Major Electives: Select additional hours (minimum of 4 upper division) as needed from ACCT, BUAD, ECON, FIN, INFS, MKTG, or MGMT to total 104 hours in the major, (Core courses and emphasis).