

Major Course Requirements

A minimum of 102 hours (58 upper-division hours)

► **Required Core Courses (62-63 hours):**

ACCT 121+122	Financial Accounting I, II	3+4
ACCT 123	Managerial Accounting	3
BUAD 279	Business Communication	3
BUAD 290	Seminar in Business	1
BUAD 325+326	Business Law I, II	3+3
BUAD 494	Internship	1
ECON 261	Macroeconomics	4
ECON 265	Microeconomics	4
FIN 341	Finance	5
INFS 147	PC Word Processing	1
INFS 148	PC Spreadsheets	1
MGMT 228	Management Information Systems	4
MGMT 361	Management	4
MGMT 481	Operations Management	3
MGMT 491	Strategic Management	3
MKTG 351	Marketing	4
STAT 222	Introduction to Statistics	4

At least one of the following courses: 4-5

MATH 106	College Algebra (4)
MATH 130	Precalculus (5)
MATH 131	Calculus I (4)

Recommended Supporting Course:

BUAD 118	Personal Money Management (3)
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► **Emphasis (39-40 hours)**

MKTG 360	Consumer Behavior	3
MKTG 371	Marketing Research	3
MKTG 374	Advertising	3
MKTG 417	Services Marketing	3
MKTG 481	Marketing Problems	3

At least 12 hours from the following: 12*

BUAD 334	Entrepreneurship (3)
INFS 377	Electronic Commerce (3)
MGMT 457	International Business (3)
MGMT 466	Business and Society (3)
MKTG 372	Retailing Management (3)
MKTG 377	Sales Management (3)

At least 6 hours from the following: 6

ACCT 311+312	Intermediate Accounting I, II (3+3)
ACCT 321+322	Cost Accounting I,II (3+3)
ACCT 343	Business Taxation (4)
ACCT 391	Acct Systems in Small Business (2)

Additional hours from the following: 6-7*

Additional hours (at least 4 upper-division hours) from ACCT, BUAD, ECON, FIN, INFS, MGMT, and MKTG courses to total at least 102 hours.

Student Learning Outcomes

Students can:

- Demonstrate foundational knowledge of the functional areas of business.
- Assess information and situations to make rational ethical business decisions.
- Evaluate organizational strengths, weaknesses, opportunities, and threats.
- Demonstrate effective individual, interpersonal, and collaborative communication skills.
- Develop a marketing plan for any organization, complete with strategic and tactical details.
- Demonstrate knowledge of the four elements that comprise the marketing mix, and how the mix is altered according to the chosen strategic plan for the organization.
- Demonstrate knowledge of how consumers make choices when buying, consuming, and disposing of products.

Occupational Information

What can I do with this major?

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.
- 4) Self-employment.

A wide variety of opportunities are available to students with this emphasis. Graduates who put forth the effort and desire for advancement generally move into responsible leadership positions in their chosen field of work.

Additional Education Required?

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.

Job Outlook

A marketing degree is an ideal major for students interested both the field of Psychology and Business, equipping graduates with a hybrid of skills to take general business concepts and apply a human behavioral analysis to them. Marketing majors are needed in every type of business, and the job functions are very broad.

* Courses used to fulfill requirements in these sections may not also fulfill requirements in another emphasis or business program.

General Education Requirements

To view general education requirements for this major, please refer to page A-03, Summary of General Education Requirements: B.B.A. Degree.

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

How to Construct Your Own Program

1. Counsel with your advisor.
2. Consider your aptitudes, interests, and available courses.
3. Schedule major courses and cognates first.
4. Fill the rest of your schedule with G.E. requirements.
5. For the freshman year include English, Religion, and PE courses. Also include Basic Algebra I+II unless waived by previous work.

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

Website: www.puc.edu/business-administration-economics

The U.S. Occupational Outlook Handbook provides helpful occupational information.

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.

	F	W	S
First Year			
Financial & Managerial Accounting	3	4	3
Math Course (MATH 106 or 130 or 131)	4	-	-
College English I, II	4	4	-
Religion	-	3	-
Exercise Science	-	-	1
Word Processing & Spreadsheets	-	1	1
Personal Money Management	3	-	-
General Education/Electives	2	4	11
	16	16	16
Second Year			
Seminar in Business	1	-	-
Macroeconomics	4	-	-
Microeconomics	-	4	-
Business Communication	-	-	3
Management Information Systems	-	-	4
Introduction to Statistics	4	-	-
Marketing	-	-	4
Religion	3	3	-
General Education/Electives	4	9	6
	16	16	16
Third Year			
Finance	5	-	-
Advertising	3	-	-
Internship	-	1	-
Service Marketing	-	3	-
Management	-	-	4
Major Electives/Gen Ed/Electives	8	12	12
	16	16	16
Fourth Year			
Business Law	3	3	-
Operations Management	3	-	-
Business & Society	3	-	-
Strategic Management	-	3	-
Marketing Problems	-	-	4
Senior Assessment Seminar	-	-	.2
Major Electives/Gen Ed/Electives	7	10	12
	16	16	16.2
Major Courses for Third and/or Fourth Year**			
Marketing Research (odd)	-	-	3
Consumer Behavior (even)	-	3	-

Courses marked (even) or (odd) are taught in alternate years only. 2017-2018 is even, 2018-2019 is odd.