

Major Course Requirements

A minimum of 104 hours (58 upper-division hours)

► **Required Core Courses (64-67 hours):**

ACCT 121	Financial Accounting I	3
ACCT 122	Financial Accounting II	4
ACCT 123	Managerial Accounting	3
ACCT 391	Accounting Systems/Small Businesses	2
BUAD 279	Business Comm/Data Presentation	3
BUAD 325	Business Law I	3
BUAD 326	Business Law II	3
BUAD 490	Seminar in Business	1
ECON 261	Macroeconomics	4
ECON 265	Microeconomics	4
FIN 341	Finance	5
MGMT 361	Management	4
MGMT 465	Organizational Behavior	3
MGMT 491	Strategic Management	3
MKTG 351	Marketing	4
OFAD 111	Personal/Beginning Keyboarding	0-2*
STAT 222	Introduction to Statistics	4
STAT 322	Statistical Methods	3

At least one of the following courses:

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

At least three courses and 4 hours from the following: 4

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

Recommended Supporting Courses:

BUAD 118	Personal Money Management (3)
BUAD 223	Personal Law (2)

► **Emphasis (38-40 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

At least 9 hours from the following: 9*

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

At least 6 hours from the following: 6

ACCT 311+12+13	Intermediate Accounting (3+3+3)	
ACCT 321+22	Cost Accounting I+II (3+3)	
ACCT 341	Individual Taxation (4)	
ACCT 343	Business Taxation (4)	
ACCT 345	Estate Planning, Gifts & Trust Taxation (3)	

Additional hours from the following: 8-10*

Additional hours (at least 4 upper-division hours) from ACCT, BUAD, ECON, FIN, INFS, MGMT, and MKTG courses to total at least 104 hours in the major (core courses and emphasis).

Student Learning Outcomes

Students can:

- Identify, analyze, and assess problems and opportunities facing organizations.
- Evaluate the financial health of an organization by analyzing the financial statements.
- Explain economic issues and how they affect the countries, organizations and individuals.
- Identify and respond to legal and ethical situations in a reasoned manner.
- Develop a marketing plan for any organization, complete with strategic and tactical details.
- Discuss how consumers make choices when buying, consuming, and disposing of products.
- Design studies and experiments, construct questionnaires, supervise projects, and analyze complex marketing research data.
- Effectively communicate to target markets using the promotional tools of advertising, public relations, and personal selling.

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.

Public Sector vs. Denominational

Based on available projections, the number of positions in the business fields within the Seventh-day Adventist Church are likely to grow. Every organization or institution needs business-trained personnel.

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. Starting salaries for marketing graduates range from \$33,000 to \$50,000.

* See PUC General Catalog for details regarding this requirement.

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.

First Year	F	W	S
Accounting Principles	3	4	3
Math Course (MATH 106 or 130 or 131)	4	-	-
College English	4	4	-
Religion	-	3	-
Exercise Science	-	-	1
Business Technology	-	2	1
Personal Law	-	-	2
Personal Money Management	3	-	-
General Education/Electives	2	3	9
Keyboarding*	-	-	-
	16	16	16
Second Year			
Intermediate Accounting	3	3	3
Macroeconomics	4	-	-
Microeconomics	-	4	-
Business Comm/Data Presentation	-	-	3
Introduction to Statistics	4	-	-
Statistical Methods	-	3	-
Marketing	-	-	4
Business Technology	1	-	-
Religion	3	-	3
General Education/Electives	1	6	3
	16	16	16
Third Year			
Advertising	3	-	-
Finance	5	-	-
Accounting Systems/Small Businesses Management	-	-	2
Management	-	-	4
Major Courses/Gen Ed/Electives	8	16	10
	16	16	16
Fourth Year			
Seminar in Business	1	-	-
Business and Society	3	-	-
Organizational Behavior	-	3	-
Strategic Management	-	-	3
Marketing Problems	-	3	-
Major Courses/Gen Ed/Electives	12	10	13
	16	16	16
Major Courses for Third and/or Fourth Year**			
Services Marketing (odd)	3	-	-
Sales Management (odd)	-	3	-
Marketing Research (odd)	-	-	3
Retailing Management (odd)	-	-	3
Consumer Behavior (even)	-	3	-
International Marketing (even)	-	-	3

* Personal/Beg. Keyboarding required if typing speed is less than 40 WPM.

** Courses marked (even) or (odd) are taught in alternate years only. 2012-2013 is odd, 2013-2014 is even.