



Bachelors of Business Administration, B.B.A.

(Marketing Concentration)

2017-2018

Additional Sources of Information

WEBSITE:

www.swau.edu

DEPARTMENT CONTACTS:

Chair

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Faculty

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LOCATION:

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The Bachelor of Business Administrations degree (BBA) with a concentration in Marketing is one of five BBA's offered by the Southwestern Adventist University's Department of Business. The goal of the Business Department is to prepare the student for a career in business, guiding them in obtaining the abilities needed to succeed in their chosen area; Accounting, Management, Marketing, Finance or International Business. The student will develop competencies in integrity, research and critical thinking, communications, leadership, & professional skills through classroom instruction and activities, projects, case studies, interaction with professionals from the community, and other methods.

Job Market

Marketing majors will find jobs such as marketing interns, marketing consultants, marketing managers, planners, marketing specialist, marketing research analyst, sales, and chief marketing officer (CMO). Individuals can work in fields such as advertising, brand management, public relations, digital marketing, and social media marketing to name a few. Some of our graduates choose to continue their education in graduate school resulting in successful careers in many of these fields at an even higher level.

Job Outlook:

The job outlook for individuals with marketing degrees continues to improve. According to the U.S. Bureau of Labor Statistics, between the years 2012 and 2022, the need for marketing research analyst and marketing specialist will increase greatly; it is expected that an additional 92,300 jobs will be added (18.6% increase). There is expected to be an increase of 1,500 (4.7%) jobs for advertising, marketing, promotions, public relations and sales managers. Additionally, occupations in retail sales are expected to increase by 314,200 (6.8%) jobs in the same period.

Earnings:

Earnings potential for graduates with marketing degrees vary widely depending on many factors including the geographic location, the industry you choose, position, skills and experience. According to the U.S. Bureau of Labor Statistics, the average annual income for sales and related occupations is \$38,660.00 while supervisors of these workers earn as much as an annual average of \$126,040.00. Individuals working as marketing research analysts and marketing specialist average \$67,780.00 annually while advertising, marketing, promotions, public relations and sales managers average as much as \$114,230.00 annually.

Educational Qualifications:

A Bachelors degree qualifies an individual for most entry-level positions. However, a graduate degree will significantly increase the potential of obtaining many positions as well as earning potential.

General Education Requirements:

To view general education requirements for this major please visit catalog.swau.edu/Undergraduate/2017-2018.



BUSINESS CORE

ACCT 211	Accounting Principles I	3
ACCT 212	Accounting Principles II	3
BUAD 202	Introduction to Contemporary Business.....	3
BUAD 211	Profiles of Entrepreneurship	3
BUAD 270	Management Information Systems	3
BUAD 301	Principles of Management.....	3
BUAD 311	Business Law	3
BUAD 321	Business Finance.....	3
BUAD460	Ethics & Business Social Responsibility.....	3
BUAD466	Production and Operations Management.....	3
BUAD 472	Business Policies and Strategies	3
ECON 211	Macroeconomics.....	3
ECON 212	Microeconomics	3
MKTG343	Principles of Marketing.....	3

TOTAL: 42

MARKETING CONCENTRATION

MKTG241	Public Relations.....	3
MKTG350	Consumer Behavior.....	3
MKTG 351	Advertising	3
MKTG443	Marketing Research.....	3
MKTG452	International Marketing.....	3
MKTG	Marketing Elective.....	3

TOTAL: 18

REQUIRED COGNATE

CSIS 106	Comprehensive Spreadsheets.....	3
MATH 241	Introduction to Probability and Statistics.....	3

SAMPLE FOUR-YEAR SCHEDULE

	FIRST SEMESTER	SECOND SEMESTER
<i>First Year</i>	ENGL 121—Freshman Composition.....3 MATH 110—College Algebra	BUAD 211—Profiles of Entrepreneurship
	UNIV 111—Wellness for Life2 BUAD 202—Introduction to Contemporary Business.....3 Life Science Elective.....4 TOTAL..... 15	History/Social Science Elective
		Computer Application Elective
		Religion Elective
		Fine Arts Elective
		TOTAL..... 15
<i>Second Year</i>	ACCT 211—Principles of Accounting I.....3 BUAD 270—Management Information Systems.....3 ECON 211—Macroeconomics	ACCT 212—Principles of Accounting II.....3 COMM 111—Speech
	ENGL 220—Research Writing.....3 MATH 241—Introduction to Probability and Statistics	ECON 212—Microeconomics
	KINA Activity Elective.....1 TOTAL..... 15	History/Social Science Elective
		Physical Science Elective.....4 TOTAL..... 16
<i>Third Year</i>	BUAD 301—Principles of Management	MKTG 350—Consumer Behavior.....3 MKTG 351—Advertising
	BUAD 311—Business Law.....3 BUAD 321—Business Finance	Religion Elective
	MKTG 241—Public Relations	Literature Elective.....3 MKTG xxx—Marketing Elective (upper division)
	MKTG 343—Principles of Marketing	TOTAL..... 15
	KINA Activity Elective.....1 TOTAL..... 16	
<i>Fourth Year</i>	MKTG 443—Marketing Research	BUAD 472—Business Policies and Strategies (Capstone)3 Religion Elective
	MKTG 452—International Marketing	History/Social Science Elective
	BUAD 460—Ethics & Business Social Responsibility.....3 BUAD 466—Production & Operations.....3 Religion Elective.....3 TOTAL..... 15	BUAD xxx—Business Electives (upper division)6 TOTAL..... 15