

B.B.A. Marketing Concentration

2023-24

WEBSITE

<https://swau.edu/academics/marketing/>

DEPARTMENT PERSONNEL

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The Bachelor of Business Administrations degree (BBA) with a concentration in Marketing is one of many 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. 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.

A bachelor's 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.

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 2021 and 2031, the need for marketing research analysts and marketing specialists will increase greatly; it is expected that an additional 150,300 jobs will be added (19% increase). There is expected to be an increase of 33,700 (10%) jobs for advertising, marketing, promotions, and managers.

Earnings

Earnings potential for graduates with marketing degrees varies 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 median salary for marketing research analysts and marketing specialists is \$63,230 annually while advertising, marketing, promotions, public relations, and sales managers earn a median salary of \$123,100.



Business Core Courses

Required of all BBA students.

**BUAD 202 is required of all Freshman BBA majors. Junior level transfer students may substitute a business elective for this class with approval from their advisor.*

Southwestern students who are changing from another major to a BBA are also required to take BUAD 202 unless their advisor recommends an alternative.

Item #	Title	Credits
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 275	Introduction to Data Analytics	3
BUAD 301	Principles of Management	3
BUAD 311	Business Law	3
BUAD 460	Ethics and Business Social Responsibility	3
BUAD 466	Production and Operations Management	3
BUAD 472	Business Policies and Strategies	3
ECON 211	Macroeconomics	3
ECON 212	Microeconomics	3
FNCE 321	Business Finance	3
IBUS 319	International Business	3
MKTG 343	Principles of Marketing	3
	Sub-Total Credits	48

Marketing Concentration 18 credits required

Item #	Title	Credits
MKTG 350	Consumer Behavior	3
MKTG 351	Advertising	3
MKTG 443	Marketing Research	3
	Sub-Total Credits	9

Marketing Electives

ECON 401 may not be taken as an elective if it was taken as part of the Business core.

Item #	Title	Credits
BUAD 453	Cross-Cultural Studies	3
ECON 401	Managerial Economics	3
MKTG 241	Public Relations	3
MKTG 270	Social Media Strategy	3
MKTG 440	Digital Marketing Analytics	3
MKTG 442	PR Campaign Planning and Execution	3
MKTG 492	Marketing Internship	3-8
	Sub-Total Credits	9

Cognate Requirements

****BUAD 317** may be taken as an alternative to COMM 111 and also fulfill the communication competency requirement.

Item #	Title	Credits
COMM 111	Speech	3
CSIS 106	Comprehensive Spreadsheets	3
MATH 141	Introduction to Probability and Statistics	3
	Sub-Total Credits	9

Sample 4 Year Curriculum

General Education Requirements

To view general education requirements for this major please visit: <https://catalog.swau.edu/core-curriculum-for-a-bachelors-degree>

First Year First Semester			First Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 202	Introduction to Contemporary Business	3	CSIS 106	Comprehensive Spreadsheets	3
ENGL 121	Freshman Composition	3	ENGL 220	Research Writing	3
KINT 112	Whole-Person Wellness	2		History GE Requirement	3
	Life and Physical Science GE Requirement	4		Life and Physical Science GE Requirement	4
MATH 141	Introduction to Probability and Statistics	3		Religion GE Requirement	3
	Sub-Total Credits	15		Sub-Total Credits	16
Second Year First Semester			Second Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
ACCT 211	Accounting Principles I	3	ACCT 212	Accounting Principles II	3
BUAD 270	Management Information Systems	3	BUAD 211	Profiles of Entrepreneurship	3
ECON 211	Macroeconomics	3	BUAD 275	Introduction to Data Analytics	3
MKTG 343	Principles of Marketing	3	ECON 212	Microeconomics	3
	History GE Requirement	3		Fine Arts GE Requirement	3
	Kinesiology GE Requirement	1		Sub-Total Credits	15
	Sub-Total Credits	16			
Third Year First Semester			Third Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 301	Principles of Management	3	BUAD 311	Business Law	3
FNCE 321	Business Finance	3	BUAD 317	Business Communication	3
	Kinesiology GE Requirement	1	MKTG 350	Consumer Behavior	3
	Literature GE Requirement	3	MKTG 351	Advertising	3
	MKTG Electives	3		Religion GE Requirement	3
	Religion GE Requirement	3		Sub-Total Credits	15
	Sub-Total Credits	16			
Fourth Year First Semester			Fourth Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 460	Ethics and Business Social Responsibility	3	BUAD 472	Business Policies and Strategies	3
	BUAD 466 or ECON 401	3		Business Elective	3
IBUS 319	International Business	3	MKTG 443	Marketing Research	3
	Business Elective	3		MKTG Electives	3
	Religion GE Requirement	3		MKTG Electives	3
	Sub-Total Credits	15		Sub-Total Credits	15