

## B.B.A. Marketing

2020-21

### WEBSITE

<https://www.swau.edu/business>

### DEPARTMENT PERSONNEL

AdventHealth Endowed Chair of  
Business Administration  
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### Faculty

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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 2018 and 2028, the need for marketing research analysts and marketing specialists will increase greatly; it is expected that an additional 139,200 jobs will be added (20% increase). There is expected to be an increase of 21,800 (8%) 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 average annual income for sales representatives (services) occupations is \$52,460 while supervisors of these workers earn as much as a median salary of \$125,290. 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.

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## 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 or ECON 401	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	Applied Advertising and Public Relations	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

Item #	Title	Credits
BUAD 202	Introduction to Contemporary Business	3
ENGL 121	Freshman Composition	3
	Life and Physical Science GE Curriculum Guide	4
	Religion GE Curriculum Guide	3
UNIV 111	Wellness for Life	2
	Sub-Total Credits	15

### First Year Second Semester

Item #	Title	Credits
CSIS 106	Comprehensive Spreadsheets	3
	Fine Arts GE Curriculum Guide	3
	History GE Curriculum Guide	3
	Life and Physical Science GE Curriculum Guide	4
	Religion GE Curriculum Guide	3
	Sub-Total Credits	16

### Second Year First Semester

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
BUAD 270	Management Information Systems	3
ECON 211	Macroeconomics	3
ENGL 220	Research Writing	3
	Kinesiology GE Curriculum Guide	1
MATH 141	Introduction to Probability and Statistics	3
	Sub-Total Credits	16

### Second Year Second Semester

Item #	Title	Credits
ACCT 212	Accounting Principles II	3
BUAD 211	Profiles of Entrepreneurship	3
COMM 111	Speech	3
ECON 212	Microeconomics	3
	History GE Curriculum Guide	3
	Sub-Total Credits	15

### Third Year First Semester

Item #	Title	Credits
BUAD 301	Principles of Management	3
FNCE 321	Business Finance	3
	Kinesiology GE Curriculum Guide	1
	Literature GE Curriculum Guide	3
MKTG 241	Public Relations	3
MKTG 343	Principles of Marketing	3
	Sub-Total Credits	16

### Third Year Second Semester

Item #	Title	Credits
BUAD 311	Business Law	3
MKTG 270	Social Media Strategy	3
MKTG 350	Consumer Behavior	3
MKTG 351	Advertising	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	15

### Fourth Year First Semester

Item #	Title	Credits
BUAD 460	Ethics and Business Social Responsibility	3
IBUS 319	International Business	3
ECON 401	Managerial Economics	3
MKTG 443	Marketing Research	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	15

### Fourth Year Second Semester

Item #	Title	Credits
BUAD 472	Business Policies and Strategies	3
	Business Elective	3
	Electives for 120	3
MKTG 440	Digital Marketing Analytics	3
	Sub-Total Credits	12

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