

MARKETING (BA)

The marketing major is designed to build competency in researching, segmenting and choosing customer markets, as well as acquiring and growing consumers by delivering superior value. Career fields in marketing include advertising agency environments, corporate marketing, sales, research, brand management, and publicity.

Program Mission

The mission of the Marketing Program is to develop graduates who add value to an enterprise by applying their knowledge of business and marketing theory and practice, communicating persuasively, and acting with character and compassion. Graduates of the Benedictine College Marketing Program will display the ability to analyze and understand diverse customer needs and create strategic marketing plans to satisfy those customer needs in a competitive business environment.

Program Outcomes

1. Graduates will be able to use professional-quality business communication skills to persuade or inform a specific audience regarding a business issue, mindful of the cultures and values of diverse stakeholders.
2. Graduates will be able to act with consistency and integrity, while acknowledging the inherent dignity of all human persons, to influence others and contribute to the greater good by following the model of Jesus Christ.
3. Graduates will be able to understand, interpret, identify strengths and weaknesses, and plan for future improvement of an organization's performance (financial, operational, etc.) by gathering and analyzing relevant quantitative data.
4. Graduates will be able to identify internal and external problems and prospects relevant to an organization's existence (emphasizing social-societal, economic, technological, political-legal, and global issues), and plan for future improvement by persuading internal and external stakeholders to take and support appropriate and ethical action.
5. Graduates will be able to analyze complex and ambiguous marketing situations and take appropriate action, applying marketing theory and tools in accordance with contemporary professional marketing practice.

Graduation Requirements for a Bachelor of Arts (B.A.)

Requirements Common to All Majors in the School of Business: Accounting, Finance, International Business, Management, and Marketing

All B.A. candidates in Accounting, Finance, International Business, Management, and Marketing must satisfy the following requirements:

1. The candidate must complete the General Education requirements of the College. (See Academic Regulations and Procedures in the Course Catalog.)
2. The candidate must complete all courses required for the degree from the School of Business with a grade of C– or better in each course with an overall GPA of 2.0 or higher. Courses required for the degree are grouped in three categories known as the Common Body of Knowledge (common to all Business majors), the Major Requirements (specific to each degree), and the Capstone Curriculum (common

to all Business majors). The list of courses in each category is as follows:

- a. The ten Common Body of Knowledge courses:

Code	Title	Hours
BUSI-1650	Quantitative Methods in Business	3
(A course waiver is allowed for students who have previously taken College Algebra with a grade of C– or better. Additionally, students who have a 24 or higher on the Math portion of the ACT or 580 or higher on the SAT may waive this requirement.)		
BUSI-2650	Business Statistics	3
	or MATH-1220 Introductory Statistics	
MGMT-2250	Prin of Business Management	3
ACCT-2090	Principles of Financial Accounting	3
ACCT-2100	Principles of Managerial Accounting	3
ECON-2090	Principles of Macroeconomics	3
ECON-2100	Principles of Microeconomics	3
BUSI-3710	Legal Environment of Business	3
MKTG-3100	Principles of Marketing	3
FINC-3100	Principles of Finance	3
Total Hours		30

- b. The Major Requirements for Accounting, Finance, International Business, Management, or Marketing. (See below.)

c. The four components of the Capstone Curriculum:
 BUSI-4900 Strategic Management Experiential Learning Activity, ACCT-4780 Experiential Learning Activity, FINC-4780 Experiential Learning Activity, MGMT-4780 Experiential Learning Activity or MKTG-4780 Experiential Learning Activity (The Experiential Learning Activity (ELA) is required of all School of Business majors. Students must consult with their advisor and the Director of the Experiential Learning Program to determine activities and conditions that will satisfy this requirement.) or Internship, ACCT-4790 Accounting Internship, FINC-4790 Finance Internship, MGMT-4790 Mgmt Internship or MKTG-4790 Marketing Internship BUSI-4850 Seminar on Executive Writing and Communic BUSI-4860 Seminar on Ethics & Morality for Bus Prof (It is important for students and advisors to note that THEO-2000 Christian Moral Life and PHIL-3250 Ethics are prerequisites for this Seminar.)

3. Policy Statements:

a. Students may petition for more than one major in the School of Business (e.g., a student may double major in Accounting and Finance, or double major in Finance and Marketing, etc.). Students who petition for the International Business major **must** declare a co-major within the School of Business (e.g. Accounting, Finance, Management, or Marketing).

b. The minor in Business Administration is not available to majors in the School of Business. However, the minors in Accounting, Finance, and Entrepreneurship are available to majors in the School of Business.

c. For students who transfer to Benedictine College and are accepted as a major, the School of Business reserves the right to determine which transferred courses will satisfy the requirements

of a major. This determination will be based on a careful review of previous course content and rigor.

Program Requirements

In addition to the ten Common Body of Knowledge courses and the four components of the Capstone Curriculum, the major requirements for a B.A. in Marketing are as follows:

Code	Title	Hours
MGMT-3250	International Management & Culture	3
MKTG-3880	Integrated Marketing Communications	3
MKTG-4850	Marketing Strategy	3
MKTG-3810	Consumer Behavior	3
MKTG-4830	Marketing Research	3
MKTG-4810	International Marketing	3
ECON-3100	Intermediate Microeconomic Theory	3
	or ECON-3200 Managerial Economics & Pricing Theory	
Two upper-division 3-credit-hour electives ¹		6
MKTG-COMP	Senior Comprehensive Exam	0
Total Hours		27

¹ (Including 3980 or 4980) from ACCT, FINC, ECON, MGMT, MTKG.

Suggested Sequence of Courses for a Bachelor of Arts Degree in Marketing

Course	Title	Hours
Freshman Year		
First Semester		
ENGL-1010	English Composition	3
THEO-1100	Introduction to Theology	3
Foreign Language		4
GNST-1000	BC Experience	1
General Elective		3
BUSI-1650	Quantitative Methods in Business	3
Hours		17
Second Semester		
PHIL-1750	Principles of Nature	3
Foreign Language		4
Natural World Foundation		4
General Elective		3
BUSI-2650	Business Statistics	3
Hours		17
Sophomore Year		
First Semester		
EXSC-1115	Wellness for Life	1
Historical Foundation		3
Aesthetic Foundation		3
ACCT-2090	Principles of Financial Accounting	3
ECON-2090	Principles of Macroeconomics	3
MGMT-2250	Prin of Business Management	3
Hours		16

Second Semester

Natural World Foundation		4
General Elective		3
ACCT-2100	Principles of Managerial Accounting	3
ECON-2100	Principles of Microeconomics	3
MKTG-3100	Principles of Marketing	3
Hours		16

Junior Year

First Semester

Historical Foundation		3
Philosophical Inquiry Foundation		3
General Elective		3
FINC-3100	Principles of Finance	3
MKTG-3880	Integrated Marketing Communications	3
MGMT-3250	International Management & Culture	3
Hours		18

Second Semester

THEO-2000	Christian Moral Life	3
BUSI-4860	Seminr on Ethics & Morality for Bus Prof	1
General Elective		3
BUSI-3710	Legal Environment of Business	3
MKTG-3810	Consumer Behavior	3
BUSI Elective		3
Hours		16

Junior-Senior Year

MKTG-4780	Experiential Learning Activity	0
Hours		0

Senior Year

First Semester

Aesthetic Foundation		3
Faith Foundation		3
MKTG-4810	International Marketing	3
BUSI-4850	Seminr on Executive Writing and Communic	1
ECON-3200	Managerial Economics & Pricing Theory	3
MKTG-4830	Marketing Research	3
Hours		16

Second Semester

EXSC Fitness Course		1
Faith Foundation		3
BUSI-4900	Strategic Management	3
BUSI-4860	Seminr on Ethics & Morality for Bus Prof	1
MKTG-4850	Marketing Strategy	3
MKTG Elective		3
MKTG-COMP	Senior Comprehensive Exam	0
Hours		14
Total Hours		130