

**MAJOR REQUIREMENTS (69-72 UNITS)** *Grades of "C" or better required. Courses may not need to be completed in order listed.*
**FALL WINTER SPRING**
**Business Core Curriculum (45-48 units)**

 ACCT 221 Financial Accounting I (4) *Prerequisite: ENGL 111/124 and MATH 007 or MATH 013*

 ACCT 222 Financial Accounting II (4) *Prerequisite: ACCT 221*

 ACCT 223 Managerial Accounting (4) *Prerequisite: ACCT 222*

 ECON 254 Principles of Macroeconomics (4) *Completed or concurrent enrollment in MATH 115, 121, 155 or CPTG 117; Social Sciences\**

 ECON 255 Principles of Microeconomics (4) *Completed or concurrent enrollment in MATH 115, 121, 155 or CPTG 117; Social Sciences\**

 FNCE 354 Managerial Finance (4) *Prerequisite: ACCT 221, 222, 223 and ECON 254/255 or instructor's consent; Social Sciences\**

 MGMT 219 Business Colloquium (.5 units each, 4 units total) *Students transferring to major will be prorated. (See NOTE)*

MGMT 304 The Practice of Management (4)

MGMT 327 Information Technology Management (4)

MGMT 347 The Legal Environment of Business (4)

 MGMT 491 Management Strategy (4) *Prerequisites: ACCT 223; FNCE 354; ECON 254/255; MGMT 375 or ENGL/COMM 304; MGMT 347; MGMT 304 & MKTG 305*

 MKTG 305 Marketing Principles (4) *Social Sciences\**
**Upper Division Marketing Electives (12 units)**

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**Marketing or Related Electives (12 units)** *to be selected from upper division MKTG courses or from ARTS, COMM, or PSYC courses approved by the department*

 Individual courses must be approved by the Department. A course not approved by the department will *not* meet major requirements. The following courses in particular, may not ordinarily be used to meet major requirements and should *not* be used for this purpose: COMM 104, COMM 170, COMM 202, PSYC 104, PSYC 106, PSYC 219

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 Business Core Cognate: MATH 155 Introductory Statistics *Prerequisite: Math 007, 013, 055, or placement OR DATA 115 Data Fluency for Everyone (4) Prerequisite: Math 007, 013, 055, or placement*
**UNIVERSITY STUDIES FOUNDATIONAL STUDIES (20-33 UNITS)** *Grades of "C" or better required.*
**I FIRST-YEAR SEMINAR**

UNST 101A (1) and 101B (1) AND UNST 101C (1)

**II RHETORICAL SKILLS**

 A. ENGL 111 (3), 112 (3), 113 (3) College Writing *or* ENGL 124 Freshman Seminar (4)

 B. Upper Division Rhetoric: MGMT 375 (4) *as required by major*
**III MATHEMATICS**

 College-level Mathematics course (4) *Math 155 Introductory Statistics required by major*
**IV WORLD LANGUAGES**

Level 3 proficiency (e.g. 153) in one non-English language (4-12)

**V HEALTH AND FITNESS**

HLSC 120 Lifetime Fitness (2)

**UNIVERSITY STUDIES GENERAL STUDIES (52 UNITS, 16 UPPER DIVISION)** *Grades of "D" or better required, unless courses are required by major.*
**THEME I. SOCIAL SCIENCES (SSCI) 8 units**

 Globalization, Identity and Citizenship (4 units from SSCI 204/205/206/207/208) *Prerequisite: ENGL 113/124*

Social Science Breadth Courses (4 units)

**THEME II. ARTS AND HUMANITIES (HUMN) 12 units**

 Exploring Culture (4 units from HUMN 104/105/106/107/108/109) *Prerequisite: ENGL 111/124*

Arts and Humanities Breadth Courses (4 units)

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**THEME III RELIGIOUS BELIEFS AND PRACTICES (RLGN) 16 units**

 RLGN 304 Adventism in Global Perspective or RLGN 305 Religion in Three Cultures (4) *Prerequisite: ENGL 113/124, Junior Status*

A. Spiritual Experience and Expressions (0-4 units)

B. Beliefs and Heritage (4 units)

C. Scripture (4 units)

D. Religion and Society (0-4 units)

**THEME IV NATURAL SCIENCES (NSCI) 12 units**

Scientific Foundations (4 units from NSCI 404/405/406/407/408)

 Life Science (4 units) *Either life science or physical science must include a laboratory*

 Physical Science (4 units) *Either life science or physical science must include a laboratory*
**THEME V SENIOR SEMINAR UNST 404C Religion, Values, and Social Responsibility (4)**
**UNIVERSITY STUDIES SERVICE-LEARNING (3 courses)**

\*A maximum of 4 units from major and 8 units of major cognates can be applied to General Studies. For more information, consult 2018-2019 Undergraduate Academic Bulletin.

NOTE: Should a student's general education and major degree program not meet the minimum 190 units required for graduation, the student must complete elective units to make up the deficiency.

# MARKETING

## *Bachelor of Science*

The La Sierra University Zapara School of Business develops leaders who create value and make a difference and enlarge human understanding of business and society. The School's curricula emphasize workplace spirituality, social entrepreneurship, and ethics. The focused study of these themes as part of the business curriculum fosters intellectual development and expands students' moral and spiritual horizons. Immersion activities simultaneously express its commitments to excellence in the School's areas of distinctive competence and provide students with the chance to develop appropriate habits and skills.

**CAREER OPPORTUNITIES AND RELATED OCCUPATIONS:** Many students graduating with degrees in Marketing enter careers in advertising, marketing, promotions, public relations, and sales. Whether you have an interest in research, the excitement of landing a new sales account, or managing the development of a brand, a rewarding career path is waiting for well-motivated and prepared students.

**EDUCATIONAL QUALIFICATIONS:** A bachelor's degree is required for most advertising, promotions, and marketing management positions. Market research analysts typically need a bachelor's degree in market research or a related field.

**JOB OUTLOOK:** Employment of market research analysts is projected to grow 19 percent from 2014 to 2024, much faster than the average for all occupations. Employment growth will be driven by an increasing use of data and market research across all industries—to understand the needs and wants of customers and to measure the effectiveness of marketing and business strategies.

Employment of marketing managers is projected to grow 9 percent from 2014 to 2024, faster than the average for all occupations. Because marketing managers and their departments are important to an organization's revenue, marketing managers are less likely to be let go than other types of managers. Marketing managers will continue to be in demand as organizations seek to market their products to specific customers and localities.

**SALARY:** The median annual wage for market research analysts was \$62,150 in May 2015. The lowest 10 percent earned less than \$33,530, and the highest 10 percent earned more than \$120,460. The median annual wage for advertising and promotions managers was \$95,890 in May 2015. The lowest 10 percent earned less than \$42,440, and the highest 10 percent earned more than \$187,200.

Career information adapted from Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2016-17 Edition, Market Research Analysts, on the Internet at <http://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm> (visited June 13, 2016).

Academic program information adapted from La Sierra University. (2018-2019). *Undergraduate Academic Bulletin*. Retrieved from <http://www.lasierra.edu/bulletin>.

## ADDITIONAL INFORMATION

### Websites

**La Sierra University**  
[www.lasierra.edu](http://www.lasierra.edu)

**Department**  
[www.lasierra.edu/business](http://www.lasierra.edu/business)

### Faculty

**Dean**  
John Thomas, Ph.D.

**Faculty Mentors**  
Eric Anderson, Ph.D. (x2722)  
Elias Rizkallah, Ph.D. (x2474)

### Contact Information

Zapara School of Business (ZSB)  
(951) 785-2474 Management and Marketing

### Professional Organizations

American Association of Advertising Agencies  
1065 Avenue of the Americas, 16th Floor  
New York, NY 10018  
[www.aaaa.org](http://www.aaaa.org)

American Marketing Association  
311 S. Wacker Drive, Suite 5800  
Chicago, IL 60606  
[www.marketingpower.com](http://www.marketingpower.com)

Sales and Marketing Executives  
International, Inc.  
PO Box 1390  
Sumas, WA 98295 USA  
[www.smei.org](http://www.smei.org)



**Academic Advising**  
**Office of Advising and Career Success**  
**Sierra Vista Hall, Room 109**  
**(951) 785-2452**  
**[advising@lasierra.edu](mailto:advising@lasierra.edu)**  
**[www.lasierra.edu/advising](http://www.lasierra.edu/advising)**