

2006-2007 SAMPLE CURRICULUM: It may not be necessary to take these courses in the order given. Please consult your advisor about the selection of courses.

		FALL	WINTER	SPRING	
FIRST YEAR	Orientation Seminar (UNST 101)	1	-	-	
	College Writing (ENGL 111, 112, 113)	3	3	3	
	Lifetime Fitness (PEAC 120)	-	2	-	
	College Algebra (MATH 121)	4	-	-	
	Theme III: Religious Beliefs and Practice	-	-	4	
	Growing Up in America (SSCI 104) OR Identity and Society (SSCI 105) OR Childhood in Global Perspective (SSCI 106)	-	4	-	
	Modern Language through Intermediate Level (101, 102, 103)	4	4	4	
	* Business Colloquium (MGMT 219)	1	-	-	
	+ Financial Accounting (ACCT 211)	-	4	-	
	+ Managerial Accounting (ACCT 212)	-	-	4	
	Elective	4	-	-	
		<u>17.0</u>	<u>17.0</u>	<u>15.0</u>	
	SECOND YEAR	* Managerial Statistics (BUAD 341)	-	4	-
* Operations Research Methods (BUAD 444)		-	-	4	
* Principles of Economics (ECON 254, 255)		4	4	-	
* Business Colloquium (MGMT 219)		1	-	-	
* Management & Organizational Behavior (MGMT 304) OR Professional Practice Management (MGMT 344)		-	4	-	
* Marketing Principles (MKTG 305)		4	-	-	
+ Managerial Finance (FNCE 354)		4	-	-	
Exploring American Culture through Literature (HUMN 204) OR Expl. Amer. Culture through Visual and Perf. Arts (HUMN 205)		-	-	4	
Modern Language through Intermediate Level (201)		4	-	-	
Theme III: Religious Beliefs and Practice		-	-	4	
Electives		-	4	4	
		<u>17.0</u>	<u>16.0</u>	<u>16.0</u>	
THIRD YEAR		* Business Law I (BUAD 381)	4	-	-
	* Business Law II (BUAD 382)	-	4	-	
	* Business Colloquium (MGMT 219)	1	-	-	
	* Marketing Major Courses 24 units: See Bulletin Page 280	4	4	4	
	Upper Division Rhetorical Course (BUAD 375)	-	-	4	
	Theme IIA: Arts Appreciation or History	-	4	-	
	Theme IVA: Life Science	-	4	-	
	Adventism in Global Perspective (RLGN 304) OR Religion in Three Cultures (RLGN 305)	-	-	4	
	Electives	4	4	4	
		<u>17.0</u>	<u>16.0</u>	<u>16.0</u>	
	FOURTH YEAR	* Strategy & Policy for Business & Management (BUAD 485)	-	4	-
		* Business Colloquium (MGMT 219)	1	-	-
		* Marketing Major Courses 24 units: See Bulletin Page 280	4	4	4
Religious, Moral, Social Aspects of Business (UNST 404C)		4	-	-	
Theme IIB: Historical or Contemporary Culture and Context		-	-	4	
Theme III: Religious Beliefs and Practice		4	-	-	
Theme IVB: Physical Science		-	4	-	
Scientific Foundations: Choose one course from the following: NSCI 404, 405, 406, 407		4	-	-	
Electives to complete 190 quarter units		4	4	-	
		<u>17.0</u>	<u>16.0</u>	<u>12.0</u>	
* Major Requirements + Program Prerequisites					

MARKETING

B.S. Degree

Marketing graduates usually begin their career by one of the following routes: (1) an internship program (2) marketing management and salesmanship or (3) marketing assistants. After the acquirement of basic experience, leadership positions are open to those who demonstrate the capacity to assume responsibility. Marketing is the total activity by which transfer of goods or services from seller to buyer is effected including advertising, shipping, storing and selling.

CAREER OPPORTUNITIES AND RELATED OCCUPATIONS: Opportunities for Marketing are generally available in the following types of businesses: advertising agencies, banks, communications companies, financial organizations, fund raising, insurance companies, manufacturing and processing companies, marketing organizations, merchandising organizations, public services (hotels, motels, dining facilities), publishing companies, real estate, research and consulting organizations, social service and government organizations, transportation companies and utilities. Career options include: Advertising Executive, Agent, Buyer, Management Consultant, Market Researcher, Marketing Executive, Media Specialist, Music Executive, Public Relations Professional, and Service Sales Representative.

EDUCATIONAL QUALIFICATIONS: Most organizations require applicants to have at least a Bachelor's degree in business administration with a marketing concentration. For teaching positions, most colleges require the Master's or Doctorate. The Master's degree is preferred for many high-level administrative positions.

DENOMINATIONAL OPPORTUNITIES: Currently, positions are open in medical institutions, publishing, educational institutions, and conference organizations. Entry level positions are normally at the assistant manager or departmental supervisor level.

JOB OUTLOOK: Employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase faster than the average for all occupations through 2014, spurred by intense domestic and global competition in products and services offered to consumers. However, projected employment growth varies by industry.

SALARY: The National Association of Colleges and Employers reports that for Spring 2006 the national entering wage level for those with a Bachelor's degree in Marketing was **\$37,446** per year.

SOURCES OF ADDITIONAL INFORMATION

Websites:

La Sierra University

<http://www.lasierra.edu/>

School of Business

<http://www.lasierra.edu/sbm/>

School Contacts:

Dean:

John Thomas

Advisors:

Cheryl Bauman

Elias Rizkallah

Location:

School of Business

951-785-2060

Professional Organizations:

Sales and Marketing Executives
International, Inc.

5500 Interstate North Pkwy.,
No. 545

Atlanta, GA 30328-4662

<http://www.smei.org>

Public Relations Society of America
33 Irving Place

New York, NY 10003-2376

<http://www.prsa.org>

American Association of Advertising
Agencies

405 Lexington Ave.

New York, NY 10174-1801

<http://www.aaaa.org>

Academic Advising
Administration Building
Room 206
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