

Approved by Department. Last updated 7/1/09

2009-2010 CURRICULUM CHECK SHEET is a guide to the requirements of this major. **It is NOT necessary to take these courses in the order given.** Please consult the online Bulletin for specific details (<http://www.lasierra.edu/academics/bulletin>).

		FALL	WINTER	SPRING
FIRST YEAR	* Business Colloquium (MGMT 219)(.5 units)(register 2 of 3 quarters)	_____	_____	_____
	Financial Accounting (ACCT 211)(4 units)	_____	_____	_____
	Managerial Accounting (ACCT 212)(4 units)	_____	_____	_____
	First Year Seminar (UNST 101/100)(2-6 units)	_____	_____	_____
	College Writing (ENGL 111, 112, 113)(9 units) OR (ENGL 124)(4 units)	_____	_____	_____
	Math Foundational Studies requirement. (MATH 121)(4 units)	_____	_____	_____
	World Language Foundational Requirement (<i>Proficiency through 153</i>)	_____	_____	_____
	Lifetime Fitness (PEAC 120)(2 units)	_____	_____	_____
	Theme IC: Globalization, Identity, & Citizenship. Choose 1 course from: SSCI 104, 105, 106, 107 (4 units)	_____	_____	_____
	Theme III: Religious Beliefs and Practice (4 units) Elective	_____	_____	_____
SECOND YEAR	* Business Colloquium (MGMT 219)(.5 units)(register 2 of 3 quarters)	_____	_____	_____
	* Management & Organizational Behavior (MGMT 304) OR Professional Practice Management (MGMT 344)(4 units)	_____	_____	_____
	* Marketing Principles (MKTG 305)(4 units) <i>Meets Theme IA</i>	_____	_____	_____
	* Principles of Economics (ECON 254, 255)(8 units) <i>Meets Theme IA</i>	_____	_____	_____
	Managerial Statistics (ECON 341)(4 units)	_____	_____	_____
	* Operations Research Methods (ECON 444)(4 units)	_____	_____	_____
	Managerial Finance (FNCE 354)(4 units) <i>Meets Theme IB</i>	_____	_____	_____
	Theme IIC: Exploring American Culture. Choose 1 course from: HUMN 204, 205 (4 units)	_____	_____	_____
	Theme III: Religious Beliefs and Practice (4 units) Electives	_____	_____	_____
	THIRD YEAR	* Business Colloquium (MGMT 219)(.5 units)(register 2 of 3 quarters)	_____	_____
* Business Law I (ECON 381)(4 units) <i>Meets Theme IA</i>		_____	_____	_____
* Business Law II (ECON 382)(4 units) <i>Meets Theme IA</i>		_____	_____	_____
* Marketing Major Courses 24 units (See Bulletin)(12 units)		_____	_____	_____
Upper Division Rhetorical Course (MGMT 375)(4 units)		_____	_____	_____
Theme IIA: History & Appreciation of Arts (4 units)		_____	_____	_____
Theme III: Religious Beliefs and Practice. Choose 1 course from: RLGN 304, 305 (4 units)		_____	_____	_____
Theme IVA: Life Science (4 units)		_____	_____	_____
Electives		_____	_____	_____
FOURTH YEAR		* Business Colloquium (MGMT 219)(.5 units)(register 2 of 3 quarters)	_____	_____
	* Strategy & Policy for Business & Management (MGMT 491)(4 units)	_____	_____	_____
	* Marketing Major Courses 24 units (see bulletin)	_____	_____	_____
	Theme IIB: Historical or Contemporary Culture and Context (4 units)	_____	_____	_____
	Theme III: Religious Beliefs and Practice (4 units) <i>Must be in Scripture, Theme IIIC, unless previously taken</i>	_____	_____	_____
	Theme IVB: Physical Science (4 units)	_____	_____	_____
	Theme IVC: Scientific Foundations: Choose 1 course from: NSCI 404, 405, 406, 407 (4 units)	_____	_____	_____
	Theme V: Religious, Moral & Social Aspects of Art (UNST 404A)(4 units)	_____	_____	_____
	Electives to complete 190 quarter units	_____	_____	_____
	* Major Requirements (60 units)(Electives 24 units)(Colloquium 4 units) One course in major can be used to satisfy a University Studies Requirement			

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 process of planning and executing conception, pricing, promotion, and distribution of ideas, goods, and services to create exchange that satisfies individual and organizational goals.

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 2008 the national entering wage level for those with a Bachelor's degree in Marketing was \$58,820 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, Ph.D.

Advisors:

Cheryl Bauman, B.S.
Elias Rizkallah, Ph.D.

Location:

School of Business
951-785-2060

Professional Organizations:

American Marketing Association
311 S. Wacker Drive, Suite 5800
Chicago, IL 60606
<http://www.marketingpower.com>

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
Center for Student Academic Success
Sierra Vista Hall, Room 114
(951) 785-2452

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