

Advising Notes
Business Program Revision

BA Marketing, Starting Fall 2019

Introduction to Major

Marketing is a broad business discipline that includes advertising, branding, sales, digital media, product development, pricing, distribution, and market research all working together to create a comprehensive marketing strategy. Marketers seek to understand their customers in order to deliver goods and services in a way that brings them the most value. Learn how this can be done in ways that glorify God and promote human flourishing.

The BA in Marketing is offered in three concentrations:

- **Analytics & Research:** Learn research and data analytic techniques needed to understand consumers, culture and the business environment to enable the creation of marketing strategies.
- **Marketing Management:** Learn how to develop strategies and implement marketing programs to create value for an organization and the consumers they serve.
- **Professional Selling:** Learn the skills of relationship selling and caring for customers.

Marketing majors often work in the following jobs: Product and brand management, product promotion, sales, customer service, market research, public relations, or supply chain management.

Below is an **example four-year plan**, showing required major course and cognates for the BA Marketing. This table shows the new course numbers which will start fall 2019, with current class numbers and credit hours in parentheses.

Note that for entry into 300-level courses in the BA Marketing major, students must achieve at least a “C” in BUS 101, BUS 201, and ACCT 203.

Year	Fall	Interim	Spring	Summer
1 st	BUS 101 (BUS 160) (3) IS 175 (3)	IDIS 150/ DCM (3)	STAT 143, PSYC 255, or SOC 255 (4) CAS 101, 141 or ART 153 (3)	
2 nd	ECON 221 (3) ACCT 203 (3) BUS 201 (BUS 360) (3)		ECON 222 (3) ACCT 204 (4) MKTG 301 (BUS 380) (3)	Internship
3 rd	Marketing Elective 1: ECON 343, PSYC 256, or SOC 355 (3-4)	Off campus?	BUS 392 (BUS 362) (3) MKTG 310 or 303 (BUS 381) (3)	Internship
4 th	BUS 393 (BUS 396) (3) MKTG 302 (3) Marketing Elective 2 (3)	Off campus?	BUS 394 (BUS 397) (3) Marketing Elective 3 (3)	Career or grad school

What Now?

- Take prerequisite courses for BUS 201 (BUS 101, written rhetoric, & IDIS 150) as soon as possible.
- Take prerequisite courses for MKTG 301 to get the class in semester 4 or 5 (BUS 201, ECON 221) to allow for a good flow of classes and be ready for an internship.
- Consider the three marketing concentrations and start thinking about which would be best for you.
- Take Research Methods Marketing Elective: ECON 343, PSYC 256, or SOC 355 (Prof. Selling, also FIN 301) (3-4)
- Note that FIN 301 (formerly BUS 370) is not required, so only take it if you want to.
- Get involved in the Marketing Club to take advantage of the initiatives they offer and to prepare for a leadership role in the club.

Course Names	New Major Course Number¹	Current Course Equivalencies	Analytics & Research Concentration New Major Courses Starting Fall 2019	Marketing Management Concentration New Major Courses Starting Fall 2019	Professional Selling Concentration New Major Courses Starting Fall 2019
Managerial Accounting	ACCT 203		Required	Required	Required
Financial Accounting	ACCT 204		ACCT 203	ACCT 203	ACCT 203
Visual Culture	ART 153		ACCT 204	ACCT 204	ACCT 204
Intro to Business	BUS 101	BUS 160	BUS 101	BUS 101	BUS 101
Management and Organizational Behavior	BUS 201	BUS 360	BUS 201	BUS 201	BUS 201
Business Internship	BUS 391	BUS 359	BUS 392	BUS 392	BUS 392
Business Ethics	BUS 392	BUS 362	BUS 393	BUS 393	BUS 393
Strategic Management	BUS 393	BUS 396	BUS 394	BUS 394	BUS 394
Business Capstone	BUS 394	BUS 397	MKTG 301	MKTG 301	MKTG 301
Oral Rhetoric	CAS 101		MKTG 302	MKTG 302	MKTG 302
Visual Rhetoric	CAS 141		MKTG 310	MKTG 310	MKTG 303
Microeconomics	ECON 221		One from:	One from:	One from:
Macroeconomics	ECON 222		BUS 391	MKTG 303	BUS 391
Research Methods	ECON 343		FIN 301	CAS 305	MKTG 310
Business Writing	ENGL 262		MKTG 303	CAS 311	CAS 201
Corporate Finance	FIN 301	BUS 370	ENGL 262	PSYC 310	CAS 285
Productivity Software	IS 175				ENGL 262
Marketing	MKTG 301	BUS 380	One from:	One from:	One from:
Consumer Behavior	MKTG 302	BUS 382	ECON 343	ECON 343	CAS 305
Professional Selling	MKTG 303	New class	PSYC 256	PSYC 256	CAS 311
Special Topics Marketing	MKTG 310	BUS 381	SOC 355	SOC 355	PSYC 310
Fundamntls of Research	PSYC 256		One from:	One from:	One from:
Social Research	SOC 355		SOC 391	ARTS 255	FIN 301
Ethnography	SOC 391		STAT 245	BUS 391	ECON 343
Intro to Statistics, or equivalent	STAT 143, PSYC 255, SOC 255			CAS 180	PSYC 256
Applied Data Analysis	STAT 245			CAS 201	SOC 355
				CAS 285	
			Total Credits in Major: 40-42	Total Credits in Major: 40-41	Total Credits in Major: 40-41
			Cognates	Cognates	Cognates
			ECON 221	ECON 221	ECON 221
			ECON 222	ECON 222	ECON 222
			IS 175	IS 175	IS 175
			STAT 143	STAT 143	STAT 143
			One from:	One from:	One from:
			ART 153	ART 153	ART 153
			CAS 101	CAS 101	CAS 101
			CAS 141	CAS 141	CAS 141
			Total cognate credits: 16	Total cognate credits: 16	Total cognate credits: 16
			Total credits in Major+Cognates: 56-58	Total credits in Major+Cognates: 56-57	Total credits in Major+Cognates: 56-57

¹ The new course numbers will not appear in Calvin's registration system until course registration for Fall 2019.