

PROGRAM OVERVIEW

The **Bachelor of Science in Marketing** equips students with a strong foundation in marketing strategy, consumer behavior, brand management, digital media, data analytics, and market research. Emphasizing both traditional and emerging marketing practices, the program prepares students to create value for organizations across diverse industries. Students will gain practical experience with tools and technologies used in modern marketing while developing critical thinking, communication, and analytical skills. This degree also provides a pathway to graduate studies in marketing, business, or related fields.

UNIVERSITY CORE (46 hrs.)

Specific courses within the University Core are listed in the University catalog, located at catalog.macu.edu.

Bible/Theology (12 hrs.)
Communication (9 hrs.)
U.S. History and Government (6 hrs.)
Science (6 hrs. plus 1 hr. of lab)
Math (3 hrs.)
Social Sciences (3hrs.)
Humanities (6 hrs.)

ELECTIVES (17 hrs.)

For a list of recommended electives, please refer to the University catalog, located at catalog.macu.edu.



MAJOR CORE (45 hrs.)

MKTG 2273 Marketing Principles
ECON 2503 Survey of Economics
BUAD 3323 Legal Environment of Business
ACCN 2103 Accounting I: Financial Accounting
ACCN 2203 Accounting II: Managerial Accounting OR
MGMT 4303 Accounting for Managers
BUAD 3353 Global Business and Ethics
MGMT 3113 Management Information Systems
MKTG 4253 Marketing Analytics
FINC 3403 Business Finance
MKTG 3143 Consumer Behavior
MKTG 3273 Professional Selling
MKTG 3253 Digital Marketing
MKTG 4233 Marketing Research Essentials
MKTG 4533 Brand Management & Strategy
^MKTG 4843 Integrated Marketing Communications

TOTAL REQUIRED HOURS: 120

Interested in learning more? *Contact us today!*

Phone: 888-888-2341

Email: enroll@macu.edu

WWW.MACU.EDU

