LA SIERRA UNIVERSITY

MARKETING

B.S. Degree

Last updated 10/15/08

2008-2009 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)(1 unit)	_____	_____	_____
	+ 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)	_____	_____	_____
	Lifetime Fitness (PEAC 120)(2 units)	_____	_____	_____
	Math Foundational Studies requirement (4 units)	_____	_____	_____
	Theme III: Religious Beliefs and Practice (4 units)	_____	_____	_____
	Growing Up in America (SSCI 104) OR Identity and Society (SSCI 105) OR Childhood in Global Perspective (SSCI 106)(4 units)	_____	_____	_____
	World Language Foundational Studies requirement (12 units)	_____	_____	_____
	Elective	_____	_____	_____
SECOND YEAR	★ Managerial Statistics (ECON 341)(4 units)	_____	_____	_____
	★ Operations Research Methods (ECON 444)(4 units)	_____	_____	_____
	★ Principles of Economics (ECON 254, 255)(8 units)	_____	_____	_____
	★ Business Colloquium (MGMT 219)(1 unit)	_____	_____	_____
	★ Management & Organizational Behavior (MGMT 304) OR Professional Practice Management (MGMT 344)(4 units)	_____	_____	_____
	★ Marketing Principles (MKTG 305)(4 units)	_____	_____	_____
	+ Managerial Finance (FNCE 354)(4 units)	_____	_____	_____
	Exploring American Culture through Literature (HUMN 204) OR Expl. Amer. Culture through Visual & Perf. Arts (HUMN 205)(4 units)	_____	_____	_____
	Theme III: Religious Beliefs and Practice (4 units)	_____	_____	_____
	Electives	_____	_____	_____
THIRD YEAR	★ Business Law I (ECON 381)(4 units)	_____	_____	_____
	★ Business Law II (ECON 382)(4 units)	_____	_____	_____
	★ Business Colloquium (MGMT 219)(1 unit)	_____	_____	_____
	★ Marketing Major Courses 24 units (see bulletin)(12 units)	_____	_____	_____
	Upper Division Rhetorical Course (BUAD 375)(4 units)	_____	_____	_____
	Theme IIA: Arts Appreciation or History (4 units)	_____	_____	_____
	Theme IVA: Life Science (4 units)	_____	_____	_____
	Adventism in Global Perspective (RLGN 304) OR Religion in Three Cultures (RLGN 305)(4 units)	_____	_____	_____
	Electives	_____	_____	_____
FOURTH YEAR	★ Strategy & Policy for Business & Management (MGMT 491)(4 units)	_____	_____	_____
	★ Business Colloquium (MGMT 219)(1 unit)	_____	_____	_____
	★ Marketing Major Courses 24 units (see bulletin)(12 units)	_____	_____	_____
	Religious, Moral, Social Aspects of Business (UNST 404C)(4 units)	_____	_____	_____
	Theme IIB: Historical or Contemporary Culture and Context (4 units)	_____	_____	_____
	Theme III: Religious Beliefs and Practice (4 units)	_____	_____	_____
	Theme IVB: Physical Science (4 units)	_____	_____	_____
	Scientific Foundations: Choose one course from the following: NSCI 404, 405, 406, 407 (4 units)	_____	_____	_____
	Electives to complete 190 quarter units	_____	_____	_____

★ Major Requirements (60 units) + Program Prerequisites

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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 han the average for all occupations through 2014, spurred by intense domestic and global competition in products and services offerred 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
Center for Student Academic Success
Sierra Vista Hall, Room 114
(951) 785-2452

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