

MARKETING MAJOR

Requirements

Degree Requirements

This major is available as a bachelor of arts or bachelor of science degree, as defined in the section on degree requirements (<http://catalog.linfield.edu/degrees-and-programs/undergraduate/ba-bs-bsn/>) for all majors in this catalog.

Code	Title	Credits
Proficiency Courses for Business Majors		
MATH 140	INTRODUCTION TO STATISTICS (or above)	3
MATH 160	FINITE MATHEMATICS WITH CALCULUS (or above)	5
ECON 210	PRINCIPLES OF ECONOMICS	4

Major Requirements¹

Code	Title	Credits
BNAC 259	FINANCIAL AND MANAGERIAL ACCOUNTING I	4
BNSS 281	BUSINESS ANALYTICS	4
BNMG 310	ORGANIZATIONAL BEHAVIOR AND MANAGEMENT	4
BNMK 321	MARKETING	4
BNSS 340	BUSINESS LAW I	4
BNFN 341	FINANCIAL MANAGEMENT	4
BNSS 495	STRATEGIC MANAGEMENT	4
Select three of the following:		9-19
BNMG 415	BUSINESS, ETHICS AND SOCIETY	
BNMG 416	GLOBAL SUPPLY CHAIN MANAGEMENT	
BNMK 420	SALES AND SALES MANAGEMENT	
BNMK 421	PROMOTIONS MANAGEMENT	
BNMK 426	INTERNATIONAL MARKETING	
BNMK 427	TOPICS IN MARKETING ²	
BNSM 451	SPORT MARKETING	
BNSS 480	INDEPENDENT STUDY ³	
BNSS 485	SEMINAR ³	
BNSS/IDST 486	INTERDISCIPLINARY SEMINAR ^{3,4}	
BNSS 487	INTERNSHIP ⁵	
Total Credits		37-47

¹ Business requires that 15 credits in the major in courses numbered 341 and above be taken at Linfield.

² May be repeated for credit with different content

³ Only one of INDEPENDENT STUDY (BNSS 480), SEMINAR (BNSS 485), and INTERDISCIPLINARY SEMINAR (BNSS 486) may count toward the major

⁴ If the topic is closely related to marketing as determined by the supervising instructor

⁵ If the internship is closely related to marketing as determined by the supervising instructor (minimum 4 credits)

Student Learning Outcomes

- Appreciate ethical, legal, and global aspects of business,
- Apply knowledge of the management and strategy of organizations,
- Demonstrate literacy in accounting,
- Understand the role of marketing, and
- Demonstrate competency in financial analysis.