

Marketing



Belmont Abbey
COLLEGE

Includes

EC 202 – Introductory Economics II
AC 211 – Principles of Financial Accounting
BU 265 Spreadsheet and Database Applications
BU/MK 309 Marketing
BU/MK 319 Advertising and Promotion
BU/MK 409 Sales and Sales Management
IB/MK 317 International Marketing
ET/MK 402 Product Innovation and Development
And more!

Program Summary

Business Management courses develop knowledge and skills in effective communication practices, critical thinking, intelligent problem solving, informed decision making, and responsible action. The focus on communication, critical thinking, problem solving, decision making, and responsible action expresses the intrinsic connection between professional preparation and a liberal arts education.

Beyond the Classroom

Internships
Edward Jones
Investments
Enterprise Rental Car
Red Globe Marketing
Carolina Specialty
Healthcare
Walt Disney World
Resort
Statesville Chamber of Commerce

Department Chair

Dr. Brad Frazier
bradfrazier@bac.edu

Alumni

Where are they now?

Jennifer Walsh ('93), CEO Behind the Brand Media and Fox News
Business Analyst.

Matt Tortorich ('04), Expeditors International Of Charlotte,
Customer Rentention & Development Manager.



CURRICULUM CHECK SHEET

MAJOR BA Marketing

	GRADE	CREDIT
WRITING, 6 HRS		
RH 101 Rhetoric, Logic, Grammar, and Writing I		3
RH102 Rhetoric, Logic, Grammar, and Writing II		3

FIRST-YEAR SYMPOSIUM, 3 HRS		
<i>(for first time traditional students or transfers with fewer than 12 credit hours)</i>		
FS101 First Year Symposium		3

QUANTITATIVE REASONING, 3 HRS		
<i>(MA135, 151,152, or any 200-level math course, statistics, or calculus)</i>		

THEOLOGY, 6 HRS		
TH105 Introduction to Scripture		3
TH205 Introduction to Theology		3

PHILOSOPHY, 6 HRS		
* PO211 Classic Texts of Political Philosophy I		3
* PO212 Classic Texts of Political Philosophy II		3

HISTORY, 6 HRS		
HI101 Western Civilization I		3
HI102 Western Civilization II		3

LITERATURE, 6 HRS		
EN211 Literary Classics of the Western Tradition I		3
EN212 Literary Classics of the Western Tradition II		3

FINE ARTS, 3 HRS		
<i>(AR101,102,EN216,TA108,TA110,MU101,OR MU110)</i>		

NATURAL SCIENCES, 8 HRS		
BI101 General Biology		4
SC110 Physical World		4

SOCIAL SCIENCES, 6 HRS		
PO201 The U.S. Constitution		3
PC201/SO201/EC201/CJ201		3

120 SEMESTER HOURS AND A MINIMUM 2.00 GPA REQUIRED FOR GRADUATION.

THE LAST 30 CREDITS OF YOUR DEGREE MUST BE OBTAINED

IT IS THE STUDENT'S RESPONSIBILITY TO VERIFY THAT ALL DEGREE REQUIREMENTS FOR GRADUATION ARE MET.

* As an alternative to PO211 and 212, students may opt to take the Philosophy sequence per the *Academic Catalogue*.

MAJOR COURSES		
COURSE	GRADE	CREDIT
EC202 Prin. of Micro Econ		3
AC211 Prin. of Accounting		3
BU265 Spreadsheet & Database App.		3
BI309		3
BU319 Advertising and Promotion		3
BU409 Sales and Sales Management		3
BU419 Marketing Research		3
IB317 International Marketing		3
ET402 Product Innovation & Develop.		3
BU421 Health Care Operations		3
BU422 Health Care Economics		3
BU453 Internship		3

BU Department Notes:		
*BU may not have any more than 2 grades below a "C".		
* Double Major in BU-related major must have a minimum of 24 cr hrs distinct to each major. 24 cr hrs may not count for 2nd major.		

GENERAL ELECTIVES, 31 CR HRS		

GRADUATION REQUIREMENTS		
WRITING INTENSIVE		
COMPUTER COMP/COMPUTER EXAM		

MINOR—* STRONGLY ENCOURAGED (OR ADDITIONAL MAJOR) (15 HRS. & 300 OR 400 LEVEL)		