ABOUT THIS PROGRAM
The mission of the Trinity Christian College business department is to provide, within a Reformed Christian liberal arts context, a comprehensive foundation in business theory and practice to prepare students for their vocation and/or graduate studies. The mission of the business department echoes the mission of Trinity Christian College which states “We strive to offer the highest quality of instruction to prepare students for excellence in further study and careers beyond Trinity.” The business department uses a servant-leadership perspective as it introduces students to the foundational areas of business practice. This perspective encourages students to evaluate business practices by applying Christian principles to consider the impact of business practices on society.

The marketing major prepares students with skills and knowledge appropriate to a wide range of career opportunities in the areas of service and product management and promotion.

The marketing degree program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

FOUNDATIONS COURSEWORK
- First Year Experience
  - FYF 101/111
- Theology
  - THEO 121
  - THEO 122
- Philosophy
  - PHIL 101
  - PHIL 102/110/111/HON 108
- History
  - HIST 103
  - HIST 104
- English
  - ENGL 103/HON 103
  - ENGL 104
- Natural Sciences
  - Biology—laboratory based biology course
  - Physical Science—laboratory based chemistry/physics course
- Fine Arts
  - One from 9 options
- Physical Wellness
  - PE 110/112
- Cross Cultural Studies
  - Two from 20 options

PROGRAM COURSEWORK
- Business Core
  - ACCT 221 Accounting Principles I
  - ACCT 222 Accounting Principles II
  - BUAD 121 Principles of Management
  - BUAD 131 Principles of Marketing
  - BUAD 211 Professional Communications
  - BUAD 241 Business Finance
  - BUAD 253 Legal Environment of Business
  - BUAD 301 Business Ethics and Society
  - BUAD 311 Global Business
  - BUAD 321 Strategic Management
  - BUAD 332 Business Research Methods
  - BUAD 362 Organizational Behavior
  - BUAD 423 Organizational Consulting
  - CPSC 260 Business Computing
  - ECON 121 Macroeconomics
  - ECON 122 Microeconomics
  - MATH 111/141 Calculus or Finite Math
  - MATH 151 Statistics
- Marketing Requirements
  - BUAD 333 Marketing Management
  - BUAD 335 Product Managements
  - BUAD 383 Negotiations
  - BUAD 385 Digital Marketing
  - Two From: BUAD 337, BUAD 338, BUAD 381, BUAD 386, BUAD 401, COMM 325, Cognate elective at the 200-level or above selected in consultation with academic advisor.

This plan includes Foundation and Major coursework. Additional elective credits may be needed to reach the required 120 credit hours to earn degree.