FOCUS Facts

NORTHWESTERN COLLEGE
ST. PAUL, MINNESOTA

ADULT EDUCATION YOU CAN HAVE FAITH IN.

MARKETING

A Bachelor of Science in Marketing through FOCUS provides the opportunity to learn to create marketing concepts, reach target audiences, generate responses and organize successful marketing campaigns. Professors bring academic expertise, real-world marketing experience, and a biblical perspective.

Program Cost

Academic year
2013-2014
Tuition: $420 per credit
Books: $2,460 (est.)

General Education Requirements (31 credits)

English Composition	4
Research Writing	2
Speech	3
Humanities (2 areas)	6
Math	4
Science	4
Social Science (2 areas)	8

Electives (43 credits)

Talk to your FOCUS admission counselor about these options for earning elective credit:

- DSST/CLEP
- Distance education
- Additional college courses
- Vocational or technical credits
- Prior learning exams
- Prior learning essays
- Military training
- Internships

Marketing Coursework (51 credits)

ETH4021	Foundations for Ethics	3
ETH4023	Worldview and Ethics	3
BSN4025	Business Ethics	3
BSN4031	Business Communication	3
BSN4034	Management	3
MKG4035	Managerial Finance and Accounting	6
BSN4050	Business Mathematics and Statistics	3
MKG4056	Economics	3
MKG4060	Principles of Marketing	3
MKG4062	Sales Management	3
BSN4063	Business Law and Contracts	3
MKG4064	Consumer Behavior and Research	3
MKG4065	Information Management	3
MKG4066	Managerial Marketing	3
MKG4067	Corporate Strategies	3
MKG4068	Advertising and Promotion	3

Bachelor of Science in Marketing coursework can be completed in approximately 18 months.

Courses subject to change. Consult current catalog at nwc.edu/catalog for complete course descriptions.
Contact your FOCUS admission counselor at 651-631-5200 for more information.

Rev. 09/2012

ETH4021 Foundations for Ethics 3 cr

Students construct a value system for making ethical decisions based upon biblical principles. Attention is given to methods of interpretation and the application of biblical concepts.

ETH4023 Worldview and Ethics 3 cr

Students continue to develop their value systems with greater emphasis on the philosophical and theological foundations for ethics. Attention is given to the application of ethical principles to economic and political ideologies.

BSN4025 Business Ethics 3 cr

Students address ethical theory and values discussed from a Christian perspective. Accountability in government, human rights, and ethics in business are covered in readings, classroom discussions, and debates.

BSN4031 Business Communication 3 cr

This course examines the mechanics of business communications, including the study of grammar fundamentals, sentence structure, punctuation, vocabulary, and spelling. Basic writing, proofreading skills, and clear business English are stressed. Students are taught to draft and evaluate a variety of letters, e-mails, memos, and reports, as well as demonstrate oral presentation skills using PowerPoint.

BSN4034 Management 3 cr

Students apply management principles and theory from a Christian worldview. The course focuses on organizational theory, the shift from hierarchical management structures, quantitative methods for problem-solving, hiring, appraisals, outplacement, and other management concepts. Organizational behavior and international business topics are explored.

MKG4035 Managerial Finance and Accounting 6 cr

(PQ: knowledge of current Windows-based spreadsheet software) Students use accounting principles and financial methods such as ratio analysis to determine alternative financial decisions which best accomplish company financial objectives.

BSN4050 Business Mathematics and Statistics 3 cr

This course covers the practical business application of finite mathematics and elementary statistics. The student is expected to master the following finite mathematics concepts: functions, percent increase/decrease, contribution margin, simple interest, compound interest, the future value of an annuity, the present value of an annuity, and consumer credit. The elementary statistics portion of the course covers types of data, critical thinking, the design of experiments, frequency distributions, the visualization of data, measures of center, variation, and relative standing. In addition, the following topics are covered: the standard normal distribution, applications of normal distributions, estimating population proportions and means, correlation and regression analysis, goodness of fit testing, and statistical process control.

MKG4056 Economics 3 cr

Students examine the concepts of marginal analysis, supply, and demand; fiscal and monetary policies affecting individual businesses; and recent economic history.

MKG4060 Principles of Marketing 3 cr

The structure, function, and behavior of marketing systems are discussed. Emphasis is placed on the impact of social and economics environment and on the process of the decision-making aspect of marketing.

MKG4062 Sales Management 3 cr

The management of company sales forces is the main focus of this course, which includes topics such as recruiting and hiring salespeople, defining sales territories, sales training, sales compensation, and sales presentation techniques.

BSN4063 Business Law and Contracts 3 cr

Students examine the legal framework and issues that arise from business entities. Emphasis is placed on contemporary issues and contracts as the basic law affecting business transactions. Negotiable instruments and the law of principal and agency relationships are discussed.

MKG4064 Consumer Behavior and Research 3 cr

This course acquaints the student with the basic dynamics of consumer behavior and analytical techniques used in marketing to study consumer behavior. Consumer behavior examines influences upon consumer decision-making while marketing research relates to methods used to explore, examine, and evaluate existing market opportunities.

MKG4065 Information Management 3 cr

Information Management introduces students to the complex function of information management and presents the definition, deployment, and utilization of information technology that gives business organizations a competitive advantage in the marketplace.

MKG4066 Managerial Marketing 3 cr

(PQ: MKG4060 with grade of "C" or above and SPE1079) A study of the managerial problems relating to the development of a total marketing program: planning, organizing, coordinating, and controlling. Analysis of the complexity of decision-making in product development, pricing, research, and channel selection is studied.

MKG4067 Corporate Strategies 3 cr

Students explore case studies centered on contemporary business problems in an integrated group analysis format. Students apply skills acquired throughout the program to a final case.

MKG4068 Advertising and Promotion 3 cr

Analysis of the role of advertising and sales promotion in marketing is studied. Subject areas treated include advertising strategy, agencies, media, and consumer motivation.

Optional: MKG4995 Marketing Internship 1–3 cr

(PQ: Junior/senior status, 4+ major courses completed, must be related to major, consent of faculty supervisor)