



# Marketing

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**Geneva's Marketing program** dynamically blends academic and workplace experience to provide students both theoretical and practical knowledge. Our graduates are very successful in securing employment, often citing their internship experience as a catalyst in their choice of employment. Our department enjoys a 96% job placement rate within 12 months of graduation.

Geneva's biblically-rooted and contemporary marketing program teaches ethical approaches to making connections with people through advertising, promotion, sales management, consumer behavior, strategy, market research, and public relations.



scan to learn more



# Marketing

## Example 4-Year Plan\*

FALL SEMESTER

SPRING SEMESTER

YEAR 1

YEAR 2

YEAR 3

YEAR 4

Core  
Major  
Elective

**ACC 151**  
Principles of Accounting I

**BUS 140**  
Introduction to Business Computing

**BUS 110**  
Business Foundations

**BIB 112**  
Old Testament Introduction

**SSC 101**  
Learning and Transition

**ENG 101 or PHI 100**  
English Composition/Critical Thinking

**BIB 113**  
New Testament Introduction

**COM 101 or PHI 100**  
Principles of Critical Thinking

**HUM 103**  
Invitation to Humanities

**SCS 110**  
Introduction to the Natural Sciences

**BUS 115**  
Business Communication

**BUS 241**  
Business Analytics I

**BUS 310**  
Principles of Management

**BUS 320**  
Principles of Marketing

**ECO 211**  
Microeconomics

**HUM 203**  
Making the West

**HUM 303**  
Perspectives

Society group C

**BUS 311**  
Business Law

**BUS 330**  
Principles of Finance

Elective

Elective

**BUS 344**  
Management of Information Systems

**BUS 420**  
Market Research

**BUS 417/413**  
Entrepreneurship/  
Value Proposition and Business Model

**BIB 300**  
Biblical Worldview

Science Elective

**PED 103**  
Physical Fitness

**BUS 400**  
Biblical Management and Business Ethics

**BUS 427**  
Digital Marketing

**BUS 412 or COM 205**  
Intro to Pub. Rel. or Creativity & Innovation

Elective

Elective

**BUS 415**  
Operations Management

**BUS 421**  
Advertising and Promotion

**BUS 425**  
Consumer Behavior

**BUS 410**  
Strategic Management

**POL 352**  
Great Issues in Politics

**BUS 422**  
Sales and Sales Management

**BUS 424**  
International Marketing

**BUS 428**  
Strategic Marketing Policy

Elective

\*Courses listed are examples and subject to change. Your class schedule will be developed with an advisor and may differ from what is listed above.

**GENEVA**  
**COLLEGE**

**OFFICE OF ADMISSIONS**

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