



# 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 412/413**  
Creativity and Innovation/  
Business Models

**BIB 300**  
Biblical Worldview

Science Elective

**PED 103**  
Physical Fitness

**BUS 400**  
Biblical Management and Business Ethics

**BUS 427**  
Digital Marketing

**COM 205**  
Introduction to Public Relations

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

**GENEVA  
COLLEGE**

**OFFICE OF ADMISSIONS**

3200 College Avenue  
Beaver Falls, PA 15010  
800.847.8255

11-22

\*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.