

BETHEL UNIVERSITY

EXTENSION STUDIES - BU^X

Bachelor of Arts in Business Marketing

PROGRAM OVERVIEW

Do you love the idea of communicating the introduction of new products in the marketplace? Are you excited to explore the role played by social media and digital marketing techniques in modern advertising? Learn the fundamentals of selling advertising, and public relations. Learn to develop comprehensive marketing strategies. Bethel's Business Marketing degree prepares you to become an innovative marketing professional.

PROGRAM FEATURES

- Accelerated courses lasting seven weeks
- Earn a Bethel University accredited degree at a local extension site in your community
- A structured learning environment with flexible schedules allowing students to maintain employment
- A hybrid model of online and in person
- Affordable flat rate tuition
- On-site mentoring of students
- Practical field-related experience (practicums)
- Personalized support for financial aid, enrollment, and academic planning

APPLICATION PROCESS

- Complete a brief application at your BU^X location.
- Complete an application at BethelUniversity.edu/Admission-Aid/Apply-Now/BU-X.
- Meet with Student Services regarding admission.
- Bethel University requires an official, final from your high school, and SAT/ACT test scores. They can be mailed in a sealed envelope or sent electronically to Admission@BethelUniversity.edu.
- Complete FAFSA and contact financial aid at 574.807.7326 if you are seeking federal student loans.

TUITION/FEES

- \$10,000 per year (\$5,000 per semester)
- Students must remain full time to receive this tuition price
- Full time = 15 credit hours

FINANCIAL AID

- Financial aid is available. For more information, contact the Financial Aid Office at 574.807.7415 or FinAid@BethelUniversity.edu.
- Complete the Free Application for Federal Student Aid (FAFSA) at www.fafsa.ed.gov. Bethel's federal school code is 001787.



ABOUT BETHEL

Bethel is a Christian liberal arts university accredited by the Higher Learning Commission, a member of the North Central Association and affiliated with the Missionary Church.

CONTACT US

BU^X Scottsdale, Arizona Campus:

Bethel University at
La Casa de Cristo Lutheran Church
6300 E. Bell Road
Scottsdale, Arizona 85254

For More Information Contact:
Pastor Matt Knopf
480-948-1234
pastormatt@lacasadecristo.com

B.A. Business Marketing

Bethel Core Classes - Required		Hours
ENGL 101	Written Communication II	3
ENGL 102	Written Communication III	3
1 COURSE	Communications/Speech	3
1 COURSE	Literature or Fine Arts	3
COMM 352 or LANG 101	Intercultural Communication or Introduction to the Study of Language or Foreign Language	3
2 COURSES	PSCY, SOC, ECON, HIST, SS, APOL	6
MATH 107 or MATH 109	Algebraic Modeling with Trigonometry or Excursions in Math	3
MATH 111	Basic Probability & Statistics or Higher level Math or Science (lab optional)	3
THEO 110	Exploring the Christian Faith	3
BIBL 215	Old Testament Literature	3
BIBL 216	New Testament Literature	3
Business Core		
ACCT 203	Fundamentals of Accounting I	3
BADM 221	Business Law	3
BADM 321	Principles of Management	3
BADM 470	Chrsitian Ethics in Business - Capstone	3
CAPP 130	Computer Applications	3
Marketing Core		
BADM 222	Business Communication	3
BADM 322	Principles of Marketing	3
BADM 326	Sales & Selling	3
BADM 327/ COMM 276	Introduction to Advertising	3
BADM 434	Global Marketing	3
BADM 436	Exploring E-Commerce and Internet Marketing	3
COMM 251	Public Relations	3
COMM 345	Social Media	3
COMM 371	Media & Society	3
Electives		
14 COURSES	Electives needed to complete the degree	42
	Bethel Core Credits	36
	Business Core Credits	15
	Marketing Core Credits	27
	Elective Credits	42
Total Bachelor of Arts in Business Marketing		120

Course descriptions and course schedules are available
to view online at <https://www.betheluniversity.edu/course-schedule>