

# BETHEL UNIVERSITY

## EXTENSION STUDIES

*Bachelor of Arts in Business Marketing*

### PROGRAM OVERVIEW

This program provides students with the knowledge and skills necessary to communicate effectively to target audiences, develop promotional materials, and implement successful marketing strategies. With a comprehensive curriculum that features core business topics and specialized marketing coursework, the online Bachelor of Arts in Business Marketing features an emphasis on social media and the latest industry approaches. This program is an accelerated course of study, transfer-friendly, and can be completed in two years.

### 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\* location.
- Complete an application at [BethelUniversity.edu/Admission-Aid/Apply-Now/BU-X](https://BethelUniversity.edu/Admission-Aid/Apply-Now/BU-X).
- Meet with Student Services regarding admission.
- Bethel University requires an official, final transcript from your high school and SAT/ACT test scores. They can be mailed in a sealed envelope or sent electronically to [Admission@BethelUniversity.edu](mailto:Admission@BethelUniversity.edu).
- Complete FAFSA and contact Financial Aid at 574.807.7326 if you are seeking federal student loans.

### TUITION/FEEES

- \$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](mailto:FinAid@BethelUniversity.edu).
- Complete the Free Application for Federal Student Aid (FAFSA) at [www.fafsa.ed.gov](http://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

*Please contact your local extension site for more information.*

*To see a complete list of BU-X sites, visit:  
[BUX.BethelUniversity.edu](http://BUX.BethelUniversity.edu)*

*If you have questions, please email [BU-X@BethelUniversity.edu](mailto:BU-X@BethelUniversity.edu).*



BETHEL UNIVERSITY - EXTENSION STUDIES PROGRAM  
1001 BETHEL CIRCLE, MISHAWAKA, IN 46545  
PHONE: 574.807.7507

# BA in Business Marketing

*Below is an EXAMPLE only. Advisors will assist each student with actual schedules.*

## FRESHMAN

FALL			SPRING		
COL100	College Studies	1	FA 170	Perspectives in Fine Arts	3
PSYC182	General Psychology	3	MATH111	Basic Probability and Statistics	3
THEO110	Exploring Christian Faith	3	ENGL102	Written Comm III	3
ENGL101	Written Comm II	3	SOC151	Principles of Sociology	3
BIBL216	New Testament	3	BUSP	Business Practicum	3
BUSP	Business Practicum	3			
Credit hours = <b>16</b>			Credit hours = <b>15</b>		

## SOPHOMORE

FALL			SPRING		
COMM171	Speech Communication	3	NS 110	Environmental Science (or non-lab)	4
BIBL 215	Old Testament Literature	3	BADM222	Business Communication	3
BADM221	Business Law	3	COMM251	Public Relations	3
ACCT203	Fundamentals of Accounting I	3	CAPP130	Computer Applications	3
BUSP	Business Practicum	3	BUSP	Business Practicum	3
Credit hours = <b>15</b>			Credit hours = <b>16</b>		

## JUNIOR

FALL			SPRING		
COMM345	Social Media	3	BADM321	Principles of Management	3
COMM352	Intercultural Communication	3	BADM326	Sales and Selling	3
BADM322	Principles of Marketing	3	BADM327	Introduction to Advertising	3
-----	Elective*	3	-----	Elective	3
BUSP	Business Practicum	3	BUSP	Business Practicum	3
Credit hours = <b>15</b>			Credit hours = <b>15</b>		

## SENIOR

FALL			SPRING		
COMM371	Mass Media & Society	3	BADM434	International Marketing	3
BADM470	Christian Ethics in Business - Capstone	3	BADM436	Exploring E-Commerce & Internet Marketing	3
-----	Elective	3	-----	Elective	3
-----	Elective	3	-----	Elective	3
BUSP	Business Practicum	3	BUSP	Business Practicum	3
Credit hours = <b>15</b>			Credit hours = <b>15</b>		

\*Use elective hours to double major or choose minors.

**TOTAL CREDIT HOURS = 122**



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