

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 four years.

PROGRAM FEATURES

- Accelerated courses lasting seven weeks
- Earn a Bethel accredited degree at an 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 and internships)
- 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 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.
- Complete FAFSA and contact Financial Aid at 574.807.7326 if you are seeking federal student loans.

TUITION/FEES

- \$10,500 per year (\$5,250 per semester)
- Students must remain full time to receive this tuition price
- Full time = 15 credit hours
- Practicums have an additional \$30 per credit hour fee.

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 University, located in Indiana, is a Christian liberal arts university accredited by the Higher Learning Commission 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

If you have questions, please email 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		
COL 100	College Studies	1	FA 170	Perspectives in Fine Arts	3
PSYC 182	General Psychology	3	MATH 111	Basic Probability and Statistics	3
THEO 110	Exploring Christian Faith	3	ENGL 102	Written Comm III	3
ENGL 101	Written Comm II	3	SOC 151	Principles of Sociology	3
BIBL 216	New Testament	3	MINP 151	Extension Studies Practicum I	3
MINP 151	Extension Studies Practicum I	3			
Credit hours = 16			Credit hours = 15		

SOPHOMORE

FALL			SPRING		
COMM 171	Speech Communication	3	NS 110	Environmental Science (or non-lab)	4
BIBL 215	Old Testament Literature	3	BADM 222	Business Communication	3
BADM 221	Business Law	3	COMM 251	Public Relations	3
ACCT 203	Fundamentals of Accounting I	3	CAPP130	Computer Applications	3
-----	Elective	3	-----	Elective	3
Credit hours = 15			Credit hours = 16		

JUNIOR

FALL			SPRING		
COMM 345	Social Media	3	BADM 321	Principles of Management	3
COMM 352	Intercultural Communication	3	BADM 326	Sales and Selling	3
BADM 322	Principles of Marketing	3	BADM 327	Introduction to Advertising	3
-----	Elective*	3	-----	Elective	3
-----	Elective	3	-----	Elective	3
Credit hours = 15			Credit hours = 15		

SENIOR

FALL			SPRING		
COMM 371	Mass Media & Society	3	BADM 434	International Marketing	3
BADM 470	Christian Ethics in Business - Capstone	3	BADM 436	Exploring E-Commerce & Internet Marketing	3
-----	Elective	3	-----	Elective	3
-----	Elective	3	-----	Elective	3
-----	Elective	3	-----	Elective	3
Credit hours = 15			Credit hours = 15		

*Use elective hours to double major or choose minors.

TOTAL CREDIT HOURS = 122



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