



Guest Speakers, Project Panels, + Mentorship Opportunities

Bringing in external real-world business leaders and experts into our students' learning experience, while also initiating sophisticated mentorship, internship, and post-graduation job opportunities.

Project-Based

Partnering with external organizations through our innovative Kingdom Leadership Solomon Center, students develop and execute specific marketing and sales activities and projects with these external organizations.

Kingdom Leadership Solomon Center

Innovative way to engage our students, external business organizations, and external business leaders.

Internship

A minimum of 3 credits of internship or experiential learning opportunities are achieved prior to graduation.

Why choose this major?

Businesses across the globe, big and small, rely on marketing and sales functions to grow and maintain their business. In today's competitive climate, marketers can find a breadth of careers within the marketing and sales functions. This major will offer students a broad view of marketing and sales while also diving deep into the fundamental aspects of campaign strategy, selling principles, interpersonal management, advertising and promotions, and marketing communications, through several hands-on projects and working with external experts in this field.

Smaller class sizes

Receive personal mentoring, and benefit from more targeted and customized internships and job placement assistance before and after graduation.

Experienced Faculty

Most of our business faculty have an average of 25+ years of combined business experience to complement their faculty experience. This gives our faculty invaluable, real-world perspective to share with our students based on work inside organizations like Big 4 accounting firms, Fortune 500 Corporations, small businesses, and entrepreneurial start-ups.

SKILLS LEARNED

Marketing Strategy

Marketing Communications

Public Relations

Advertising + Promotions

Consumer Behavior Trends

Global Product Marketing

Digital + Social Media

Marketing Research + Analytics

VOCATIONAL OPPORTUNITIES

Fortune 500 Companies

Smaller Businesses

Entrepreneurial Enterprises

Many industries

Financial Services, Health Care, Retail, Food Service, Sports + Athletics, Hospitality, Technology, etc.

Variety of Roles within Organizations

Product + Portfolio Marketing, Sales + Account Management, Brand + Content Creation, Marketing Communications, Marketing Research + Digital Analytics, Channel Marketing, etc.

Minors:

18 credits

Accounting

Finance

Business Administration + Management

Sport Management

Data Analytics

Entrepreneurship

Coaching

(non-licensed)

Emphases:

9 credits

Finance

Business Administration + Management

Data Analytics

Entrepreneurship

FACULTY

Dr. Saju Alex

Bill Bojan (Dean)

Christina Brown

Tyler Hajek

MaryRose Thill

Kendall Qualls

Benefits of a career in Marketing + Sales

Marketing and Sales is a diverse career choice – many industries, types of organizations, and types of roles are required to fulfill the marketing and sales functions within a business. Marketing and sales skills are always in demand, especially in today's digital world. The way in which we interact globally is constantly changing - thus, the need for highly effective marketers and salespeople is required for businesses to stay relevant amongst their competitors. A degree in Marketing & Sales Management ensures your potential employer that you know how to communicate and think creatively – these are invaluable skills to have in today's competitive job market. Marketing and sales with a Biblical foundation is greatly needed in today's world. This degree will help guide companies and their brands to have a message that is both unique and inspiring - bringing positive light to our culture and how we communicate our businesses. The world desperately needs highly skilled communicators that can successfully integrate deep faith, high integrity, and strong ethics to transform their marketing and sales career into a God-honoring vocation. Crown business students both learn and apply how to do this successfully in their chosen field of study.

PROGRAM OUTCOMES

- Apply Marketing + Sales Management principles to for-profit + non-profit professions
- Demonstrate real-world knowledge + skills infused with deep faith and a commitment to the field
- Consistently display ethical, legal, and moral biblical values
- Take ownership of your impact of those around you as a life-long learner + compassionate leader
- Integrate a Christian worldview into the practice of Marketing + Sales
- Practice Christian compassion + judgement in Marketing + Sales
- Demonstrate knowledge and respect for people of diverse cultures in the world of global Marketing + Sales