

Business Administration Marketing Concentration

The purpose of the business administration program is to prepare students for careers as managers and leaders in either private or public sectors. In conjunction with the general education of the University, the program integrates the fundamental theories, concepts, and practices of business with Christian values and ethics. An interdisciplinary minor is also available to complement other majors at the University.

Program Faculty

Dr. Latrissa Lee Neiworth, Dr. Peter Diffenderfer, Ms. Christy Silverthorne, Ms. Shelly Hartzell, Joao Ehlers

Prerequisites for the Major

- Principles of Accounting 1
- Principles of Accounting 2
- Small Business Management
or Introduction to Business
and Entrepreneurship
- Microeconomics
- Macroeconomics
- Applied Statistics
- Writing in the Workplace

Requirements of the Major

- Global Business Management
- Principles of Management and Leadership
- Human Resource Management
- Legal and Ethical Issues in Business and Management
- Managerial Finance
- Business Strategy and Policy
- Marketing
- Choose a Concentration:
 - General Business
 - Accounting
 - International Business
 - Management



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- Internship
- Sports and Recreation Management

Requirements of the Concentration

- Choose Four:
 - International Management and Marketing
 - Marketing Research
 - Branding, Advertising and Promotion
 - Sales Strategy and Management
 - Consumer Behavior
 - Digital Marketing
 - Sports Marketing



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