



SCHOOL OF ARTS, THEOLOGY, AND MINISTRY
<b>BACHELOR OF MARKETING AND CHRISTIAN ETHICS</b>
183 Credits   Online Program

**PRESENTATION**

The Bachelor’s Degree in Marketing and Christian Ethics prepares professionals to operate strategically in the marketplace, combining innovation, communication, and Christian values. The program offers a solid foundation in digital marketing, brand management, and entrepreneurship, with a focus on ethics, social responsibility, and positive impact. It prepares leaders to develop sustainable businesses aligned with principles of transparency and justice.

**TITLE AWARDED TO THE GRADUATE:**

Bachelor of Arts in Marketing and Christian Ethics

**OBJECTIVES:**

The Bachelor’s degree in Marketing and Christian Ethics aims to equip students with essential marketing knowledge and skills while fostering a strong understanding of ethical principles rooted in Christian values. This interdisciplinary program prepares graduates to navigate the dynamic world of marketing with integrity, promoting ethical decision-making and responsible leadership in their professional and personal lives.

**WHO THE COURSES IS FOR:**

- Religious leaders and professionals skills in marketing;
- Academics and Researchers;
- Aspiring leaders;
- Organizations that prioritize ethical and moral approaches to their business practices.

**ESTIMATED DURATION OF 48 MONTHS. BEING:**

- Stage1–Coursework;
- Stage2– Preparation of the Final Paper under direct supervision;  
 The examination committee meets after the completion of the aforementioned stages. If the student does not complete the Final Paper, they will sign a contractual addendum and continue paying the course tuition;  
 The student must fulfill additional course requirements by participating in academic events and continuing education and extension courses to complete their academic and scientific curriculum.

**REASONS TO COMPLETE MY ONLINE COURSE AT VCCU**

You can watch classes from anywhere in the world (online – live).  
 We have interactive classes through the VLE platform, taught by quality professors.  
 You are able to interact online with fellow students and professors inside and outside the virtual classroom.  
 You can access VCCU virtual resources from any device.  
 We have accredited degree programs.  
 You can get the same experience as students from all over the world.



**COURSEWORK PLAN**

STEP 1				STEP 2		
COD	COURSES/COMPONENTS	H.	C	ORIENTATION STAGE	H.	C
1st Semester	Estimated duration: 48 months. Specifically:	60	4	Research and Development of the TCC I and TCC II	585	39
1st Semester	Introduction to Marketing and Strategic Communication	60	4	Presentation of the TCC II	-	-
1st Semester	Fundamentals of Business Administration and Management	60	4			
1st Semester	Christian Ethics and Society	60	4			
1st Semester	Consumer Psychology and Consumer Behavior	60	4			
2st Semester	Strategic Planning and Market Intelligence	60	4			
2st Semester	Brand Management and Christian Identity	60	4			
2st Semester	Entrepreneurship and Social Innovation	60	4			
2st Semester	Introduction to Accounting and Corporate Finance	60	4			
2st Semester	Statistics Applied to Marketing	60	4			
3st Semester	Fundamentals of Digital Marketing and E-commerce Customer Relationship Management (CRM)	60	4			
3st Semester	Design Thinking and Creativity in Marketing	60	4			
3st Semester	Brand Management and Market Positioning	60	4			
3st Semester	Project Management and Christian Startups	60	4			



3st Semester	Fundamentals of Digital Marketing and E-commerce Customer Relationship Management (CRM)	60	4
4st Semester	People Management and Organizational Culture	60	4
4st Semester	Professional Practice	60	4
4st Semester	Ethics and Professional Responsibility	60	4
4st Semester	Marketing and Church Management	60	4
4st Semester	Church, Society, and the Nonprofit Sector	60	4
5st Semester	Customer Experience and Customer Loyalty	60	4
5st Semester	Business Ethics and Compliance	60	4
5st Semester	Digital Evangelism and Marketing for Churches	60	4
5st Semester	Financial Management and Marketing Budgets	60	4
5st Semester	Neuroscience and Persuasion in Marketing	60	4
5st Semester	Sales Management and Ethical Negotiation	60	4
6st Semester	Creative Economy and Impact Business Models	60	4
6st Semester	Corporate Communications and Public Relations	60	4
6st Semester	Expansion of Christian Businesses and Internationalization	60	4
6st Semester	Corporate Governance and Sustainability	60	4



6st Semester	Social Campaign Planning	60	4		
7st Semester	Artificial Intelligence and Big Data in Marketing	60	4		
7st Semester	Crisis Management and Organizational Reputation	60	4		
7st Semester	Branding and Personal Branding Strategies	60	4		
7st Semester	Content Marketing and Christian Storytelling	60	4		
7st Semester	Mission and Market: Integrating Faith and Profession	180	12		
8st Semester	Mentoring and Career Preparation	60	4		
<b>TOTAL</b>		<b>2160</b>	<b>144</b>	<b>TOTAL</b>	<b>585 39</b>

**Note:** Our program can be tailored or modified to meet any need. Therefore, courses, course descriptions, credits, or course numbers may be changed modified to best suited the program without any prior notice to the student.