AT SOUTHERN NAZARENE UNIVERSITY, WE DON'T JUST BELIEVE IN YOUR DREAMS. WE EQUIP YOU WITH THE BEST EDUCATION WHICH GIVES YOU THE CONFIDENCE TO MAKE YOUR DREAMS A REALITY.

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We know you are selecting a college for more than just its location or school colors. You want to go somewhere that will prepare you for the future. Your future. At Southern Nazarene University, we want that for you too. That is why we work hard to make sure our degrees are supported by some of the top curriculum available.

We hire highly-qualified faculty who not only know the ins and outs of the profession you seek, but who truly wish to see you succeed individually. And we make sure you leave SNU prepared for a great job in marketing. That's why we can encourage you to not just dream, but to dream with confidence.

WITH TOP PROGRAMS

The SNU School of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP), which is more than just a bunch of fancy words. It means you can count on any of the over 400 ACBSP accredited universities accepting your credits from SNU if you chose to pursue graduate studies.

Through our marketing program you will gain an education that goes beyond traditional classes. Understand the international marketplace. Become capable of integrating your faith and the world of business. Develop marketing ethics and social responsibility in the marketplace. Learn about all marketing disciplines.

WITH UNIQUE OPPORTUNITIES

At SNU we know your education needs to extend beyond textbook materials and lectures. That's why our marketing program strives to give you practical experience in and out of the classroom with real life marketing activities. Consider spending a summer and one semester with Morningstar Internships who provide an international combined study abroad/internship program. You will have the opportunity to have hands-on experience in working with the very poor in developing countries to start their own businesses. Study abroad through International Studies with a Business emphasis. This program will prepare you to work for multinational corporations as well as with international non-government organizations all over the world!

While remaining on campus, consider joining the Student Board of Directors for the School of Business. A group that works to host, facilitate and volunteer at events with the Peer Learning Network; an SNU leadership community business program that brings nationally known speakers to the OKC business community. Try your hand at event
coordinating with Ultimate Challenge, a student/faculty social event that arranges the annual School of Business banquet honoring seniors. Both provide leadership experience that will be recognized by your future employer.

Or join Students in Free Enterprise (SIFE) for opportunities to serve the community or internationally. Currently the SIFE team is working with a sister team in Swaziland developing local businesses to help the economy. Through SIFE you will gain hands-on experience in marketing as you deal with real business issues and become prepared for your first full time job.

WITH HIGHLY-QUALIFIED PROFESSORS
At SNU our business professors have more than just teaching experience. Each an expert in his or her own field, with years of “real-world” experience and always continuing his or her education. Not to mention a passion to see you succeed in your business career. We challenge you to find a better qualified faculty.

Enjoy a class with David O’Bannon, who has been a marketing professional for over 20 years. His practical experience in marketing will be an asset to your learning. Or meet with Professor Randall Spindle who has a vast knowledge in the liberal arts and business and has been a student favorite, twice awarded “Professor of the Year” by their votes. The close-knit faculty student relationships found at SNU are unmatched. Met with small class sizes and our “open door” faculty policy, you will be sure to have all the encouragement you need to succeed.

WITH PREPARATION FOR AFTER GRADUATION
At SNU we want to see you succeed past graduation. The mock interviews you will participate in as a senior will leave you prepared for interviews and improve your chances of being hired for your dream business career. Direct sales, International marketing. Marketing research. Advertising.

Meet Todd Wetmore, SNU Marketing graduate and merchandise financial planner for the wireless team at Wal-Mart. “I manage the P&L for the wireless accessories business as well as the landline telephones. Yes, we still sell a lot of those,” says Wetmore. “As a planner I work cross functionally with my buyer to make financially-based decisions in our products that will increase sales and profitability while understanding the inventory impact. The fun part of my job is that I get to interact with highly intelligent people every day that never accept the status quo, while giving us the tools to make decisions that impact people’s lives every day so they can save money and live better.”

“SNU gave me the tools to excel at what I do every day,” says Wetmore. “I attended SNU for an undergrad degree in business and from that I have been able to acquire the framework needed to be adaptable and a strong ethical leader in the corporate world. I also was blessed to have been surrounded by many professional individuals there at SNU that I consider close friends and mentors that were nothing but supportive in my career path.”

Wetmore graduated SNU and was chosen to attend and graduate from Wal-Mart’s buyer training program called the merchant leadership program. It was through that program Wetmore built the “Back to School” electronics hotspot seen in Wal-Mart stores. Wetmore recently received the Forecast Accuracy Award for the months of September through December, an award given to the planner who can forecast the most accurately on the core metrics of sales, profit and inventory.

If a dream is a blueprint of a goal not yet achieved, at SNU we partner with you to focus your efforts to attain whatever it is you hope to accomplish. Thus, we say DREAM WITH CONFIDENCE.