

BACHELOR OF SCIENCE IN MARKETING AND SALES

2023-2024 Degree Requirements

Name: _____

ID Number: _____

TOTAL CREDITS FOR DEGREE: 121

UNIVERSITY CORE CURRICULUM: 42 credits

Required Fundamental Courses:

COMM 101	Oral Comm. & Pres.	3 credits
ENGL 101	College Composition	3 credits
UNIV 101	City-University Life	3 credits
Senior Capstone	BMGT 481	3 credits

Choose Thematic Core courses in the following:

Explore the World - Choice 1	ECON 201	3 credits	
Explore the World - Choice 2		3 credits	
Investigate Science		3 credits	
Investigate Mathematics	MATH 180	3 credits	(College Algebra)
Interpret Creative Works		3 credits	
Understand People - Choice 1	PSYC 150	3 credits	
Understand People - Choice 2		3 credits	
Succeed in Business	BMGT 234	3 credits	(Ethical Leadership)
Appreciate & Apply the Arts	THEA 111	3 credits	(Introduction to Acting I)
Discover Technology	GRID 103 OR CMPS 114	3 credits	

BUSINESS CORE REQUIREMENTS: 34 cr.

MATH 175 Elementary Statistics (3)
ACCT 210 Intro to Financial Acctg (3)
ACCT 220 Managerial Accounting (3)
BMGT 201 Business Law I (3)
BMGT 338 Operations Mgmt/Quant. Analysis(3)
BMGT 340 Org. Behavior w/topics in Mgmt (3)

CMPS 300 Info Tech for Managers (3)
ECON 202 Principles of Microeconomics (3)
FIN 300 Corporate Finance (3)
HRM 207 Human Resource Mgmt (3)
MKTS 205 Principles of Marketing and Sales (3)
MKTS 280 MKTS Career Prep (1)

GENERAL ELECTIVES: 6 cr.

MAJOR REQUIREMENTS: 24 cr.

BMGT 221 Bus Comm/Research (3)
MKTS 206 Professional Selling (3)
MKTS 210 Digital Mktg (3)
MKTS 305 Buyer Behavior (3)
MKTS 310 Personal Branding (3)
MKTS 311 Mktg Research&Analy (3)
MKTS 320 Creativity and Product
Innovation(3)
MKTS 410 Tech/Innov Mktg&Sales (3)

Select a Concentration*-15 cr.

Marketing Management **OR** Digital Marketing
OR Professional Sales

***Select a concentration or pick three courses from "required" and two "directed electives".**

See next page for details on each concentration.

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1. Marketing - 15 Credits

Required Courses:

MKTS 211 Digital Customer Experience (3)

MKTS 303 Advertising, PR, and Social Media(3)

MKTS 411 Adv Mktg Mgmt (3)

Select 2 Directed Electives: (BMGT 380 counts as 2)

BMGT 202 Business Law II (3)

BMGT 208 Principles of Mgmt (3)

BMGT 271 The Money Thing (3)

BMGT 380 Cooperative Ed I (6)

CMPS 330 Electronic Commerce I (3)

GRID 103 Graphic Design I (3)

PRAD 306 Social Media Practices (3)

MKTS 304 International Mktg (3)

MKTS 306 Advanced Selling (3)

MKTS 395 Special Topics in MKTS (3)

MKTS 406 Sales Management (3)

MKTS 355 Internship I (3)

MKTS 356 Internship II (3)

MULT 365 Web Publishing 1 (3)

2. Professional Sales - 15 Credits

Required Courses:

BMGT 312 Business Negotiating (3)

MKTS 306 Advanced Selling (3)

MKTS 406 Sales Management (3)

Select 2 Directed Electives: (BMGT 380 counts as 2)

BMGT 202 Business Law II (3)

BMGT 208 Principles of Mgmt (3)

BMGT 271 The Money Thing (3)

BMGT 380 Cooperative Ed I (6)

CMPS 330 Electronic Commerce I (3)

MKTS 211 Digital Customer Experience (3)

MKTS 304 International Mktg (3)

MKTS 320 Creativity and Product Innov (3)

MKTS 395 Special Topics in MKTS (3)

MKTS 411 Adv Mktg Mgmt (3)

MKTS 355 Internship I (3)

MKTS 356 Internship II (3)

3. Digital Marketing-15 credits

Required Courses:

CMPS 160 Databases (3)

MKTS 211 Digital Customer Experience (3)

MULT 365 Web Publishing I (3)

Select 2 Directed Electives:

BMGT 380 Co-Op Ed I (6)

CMPS 163 Business Analytics (3)

CMPS 330 Electronic Commerce I (3)

CMPS 430 Electronic Commerce II (3)

MKTS 395 Special Topics (3)

MKTS 304 International Marketing(3)

MKTS 355 Internship I (3)

MKTS 356 Internship II (3)

MKTS 411 Advanced Marketing (3)

MULT 420 Web Publishing II (3)

PRAD 306 Social Media Practices (3)

PRAD 463 Social Media Analytics (3)

NOTE: Student must select GRID 103 as Discover Technology

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PROGRAM OBJECTIVES:

ANALYTICAL TOOLS: Find, evaluate, and use information effectively, ethically, and legally from a variety of formats, both traditional and technological, commonly used in the industry. (Information Literacy)

COMMUNICATION: Effectively communicate thoughts and ideas through verbal, written, and electronic means to convey clear and organized information to target audiences. (Communication)

CRITICAL THINKING: Examine situations to uncover problems and opportunities, analyze information, evaluate alternatives, develop solutions, and facilitate decision-making. (Problem Solving)

ENVIRONMENT: Explain and demonstrate best practices of corporate social responsibility, diversity, and ethics in decision-making in the workplace, maintaining openness and respect for differing perspectives. (Diversity & Social Responsibility; Ethics)

LEADERSHIP: Develop and refine collaboration, empathy, and influence skills to responsibly motivate and align others around opportunities within and outside of organizations. (Leadership)

TEAMWORK: Work effectively and collaboratively with diverse individuals to achieve goals with a demonstrated appreciation for uniqueness and a focus on inclusion. (Teamwork)