

POST-BACCALAUREATE BACHELOR OF SCIENCE IN MARKETING AND SALES

2023-2024 Degree Requirements

TOTAL CREDITS FOR DEGREE: 39

PREREQUISITES TO THE PROGRAM: 6 cr.

CMPS 300 Info Tech for Managers (3)

MATH 175 Elementary Statistics **OR**

BUS 308 Quantitative Methods **OR**

BMGT 338 Operations Mgmt/QA (3)

MAJOR REQUIREMENTS: 33 cr.

BMGT 312 Business Negotiating (3)

MKTS 205 Principles of Mktg and Sales (3)

MKTS 206 Professional Selling (3)

MKTS 210 Digital Marketing (3)

MKTS 305 Buyer Behavior (3)

MKTS 310 Personal Brand&Bus Dev (3)

MKTS 311 Mktg Research&Analy (3)

MKTS 320 Creativity&Prod Innov (3)

MKTS 406 Sales Mgmt (3)

MKTS 410 Tech/Innov in Mktg Sales (3)

MKTS 411 Adv Mktg Mgmt (3)

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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)