

BACHELOR OF SCIENCE IN MARKETING AND SALES

2024-2025 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	(Integrative Experience)

Choose Thematic Core courses in the following:

Explore the World - Choice 1		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		3 credits	
Understand People - Choice 2		3 credits	
Succeed in Business		3 credits	
Appreciate & Apply the Arts		3 credits	
Discover Technology		3 credits	

C - Taken in University Core

** BMGT 380 counts as 6 credits*

BUSINESS CORE REQUIREMENTS 31 credits

MATH 175 Elementary Statistics	3
MATH 180 College Algebra	C
ACCT 210 Intro to Financial Accounting	3
ACCT 220 Managerial Accounting	
OR ECON 201 Principles of Macroeconomics	3
BMGT 201 Business Law I	3
BMGT 338 Quant. Analysis	
OR CMPS 163 Business Analytics	3
BMGT 481 Capstone: Business Models of Org.	C
CMPS 101 Intro to Applied Computer Sciences	3
ECON 202 Principles of Microeconomics	3
FIN 300 Financial Management	3
HRM 205 People and the Environment	3
MKTS 205 Principles of Marketing and Sales	3
MKTS 280 MKTS Career Prep	1

GENERAL ELECTIVES 6 credits

MAJOR REQUIREMENTS 27 credits

BMGT 101 Introduction to Business	3
BMGT 221 Business Comm & Research	3
MKTS 206 Professional Selling	3
MKTS 210 Digital Marketing	3
MKTS 305 Buyer Behavior	3
MKTS 342 Research Methods in Business Env	3
MKTS 410 Technology/Innov Mktg. & Sales	3
MKTS 420 Marketing & Sales Management	3
THEA 111 Intro Acting	3

SELECT A CONCENTRATION 15 credits

Select Marketing, Digital Marketing, Professional Sales, or for General/No Concentration select from Concentration Required or Directed Elective options (next page).

EXPERIENTIAL LEARNING *

Complete a minimum of 3 credits through an internship, co-op, study abroad, MKTS 330, MKTS 350, or other approved experience (Concentration or General Electives).

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CONCENTRATIONS:

MARKETING CONCENTRATION **15 credits**

Required (9 credits): MKTS 211 Digital Customer Experience
MKTS 303 Advertising, PR, and Social
MKTS 320 Creativity & Product Innovation

Select two Directed Electives (6 credits)

MKTS 304 International Mktg
MKTS 310 Personal Branding & Bus. Dev.
MKTS 330 Playhouse Practicum
MKTS 335 Sponsorship in Mktg/Sales
MKTS 350 Mktg/Sales Exp Learning
MKTS 355 Internship I
MKTS 356 Internship II
MKTS 395 Special Topics in MKTS
BMGT 380 Cooperative Ed I*
CENG 311 Human-Centered Design
COMM 120 Digital Storytelling

DIGITAL MARKETING CONCENTRATION **15 credits**

Required (9 credits): COMM 120 Digital Storytelling
MKTS 211 Digital Customer Experience
MULT 365 Web Publishing I

Select two Directed Electives (6 credits)

MKTS 303 Advertising, PR & Social
MKTS 310 Pers Branding & Bus. Dev.
MKTS 320 Creativity/Product Innovation
MKTS 330 Playhouse Practicum
MKTS 350 Mktg/Sales Exp Learning
MKTS 355 Internship I
MKTS 356 Internship II
MKTS 395 Special Topics in Mktg/Sales
BMGT 380 Cooperative Ed I*
CENG 311 Human-Centered Design
CMPS 160 Databases
MULT 420 Web Publishing II
PRAD 306 Social Media Practices
PRAD 463 Social Media Analytics/SEO

PROFESSIONAL SALES CONCENTRATION **15 credits**

Required (9 credits): BMGT 312 Business Negotiating
MKTS 306 Adv. Selling OR SAEM 366 Sports Sales
MKTS 310 Personal Branding & Bus. Development

Select two Directed Electives (6 credits)

MKTS 211 Digital Customer Exp.
MKTS 320 Creativity/Product Innovation
MKTS 330 Playhouse Practicum
MKTS 335 Sponsorship in Mktg/Sales
MKTS 350 Mktg/Sales Exp. Learning
MKTS 355 Internship I
BMGT 380 Cooperative Ed I**
MKTS 356 Internship II
MKTS 395 Special Topics in Mktg/Sales
CENG 311 Human-Centered Design
COMM 120 Digital Storytelling
SAEM 366 Sports Sales

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PROGRAM OBJECTIVES:

Critical Thinking/Problem Solving: Analyze and evaluate information to develop solutions that enhance marketing/sales decision making.

Communication: Demonstrate professional communication skills to effectively convey information to target audiences.

Business Knowledge/Theory and Practice: Apply business concepts within core areas of marketing/sales.

Analysis & Technology Utilization: Apply marketing/sales technology tools, research, and analytical techniques for decision making.

Business Environment: Apply ethical and socially responsible standards in marketing/sales decision making.

Teamwork: Collaborate with diverse individuals to achieve planned goals.