

POST-BACCALAUREATE BACHELOR OF SCIENCE IN MARKETING AND SALES

2024-2025 Degree Requirements

TOTAL CREDITS FOR DEGREE: 39

This 39-credit program is designed for students who enter Point Park University with a B.A. or B.S. in an area other than Marketing or Sales. The prerequisites to the major must be completed if not on the transcript. A student must successfully complete a minimum of 30 credits in residence to receive a Baccalaureate degree from Point Park University.

PREREQUISITES TO THE PROGRAM: 6 cr.

MATH 175 Elementary Statistics

CMPS 101 Introduction to Applied Computer Science (3)

MAJOR REQUIREMENTS: 33 cr.

BMGT 221 Business Comm & Research (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 Branding & Bus Dev (3)

MKTS 341 Research Methods in Business Env (3)

MKTS 320 Creativity & Prod Innov (3)

MKTS 410 Tech/Innov in Mktg Sales (3)

MKTS 420 Strategic Marketing & Sales Mgmt. (3)

Experiential component (3)*

**Includes 3 credits earned through completion of an internship, cooperative education, study abroad, MKTS 350, or other experience approved by the program director.*

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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)