

POST-BACCALAUREATE BACHELOR OF SCIENCE IN MARKETING AND SALES

2021-2022 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 (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)

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