

BACHELOR OF SCIENCE IN MARKETING AND SALES

2021-2022 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	CMPS 114	3 credits	(Problem Solving with IT)

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)
MKTS 205 Principles of Marketing (3)
HRM 207 Human Resources Mgmt (3)
MKTS 280 Business Career Prep (1)
FIN 300 Corporate Finance (3)
BMGT 338 Operations Mgmt/QA (3)
BMGT 340 Org Behav w/Topics (3)
CMPS 300 Info Tech for Managers (3)
ECON 202 Prin. of Microecon (3)

GENERAL ELECTIVES: 6 cr.

MAJOR REQUIREMENTS: 24 cr.

BMGT 221 Bus Comm/Research (3)
BMGT 271 The Money Thing (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 410 Tech/Innov Mktg&Sales (3)

Select a Concentration*-15 cr.

Marketing Management **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 Management - 15 Credits

Required Courses:

PRAD 306 Social Media Practices (3)

MKTS 320 Creativity and Product Innov (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 380 Cooperative Ed I (6)

CMPS 214 Microcomputing I (3)

CMPS 330 Electronic Commerce I (3)

GRID 103 Graphic Design I (3)

PRAD 206 Intro to Ad/PR (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)

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 380 Cooperative Ed I (6)

CMPS 214 Microcomputing I (3)

CMPS 330 Electronic Commerce I (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)

PSYC 214 Psychology of Emotion (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)