

BACHELOR OF SCIENCE IN MARKETING AND SALES

2025-2026 Degree Requirements

Name: _____

ID Number: _____

TOTAL CREDITS FOR DEGREE: 120

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

BUSINESS CORE REQUIREMENTS 21 credits

MATH 180 College Algebra	C
ACCT 210 Intro to Financial Accounting	3
BMGT 201 Business Law I	3
BMGT 481 Integrative Experience (Capstone)	C
BMGT 338 Quant. Analysis	
OR CMPS 163 Business Analytics	3
ECON 202 Principles of Microeconomics	3
FIN 200 Intro to Financial Management	3
HRM 205 People and the Environment	3
MKTS 205 Principles of Marketing and Sales	3

GENERAL ELECTIVES 12 credits

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).*

NOTES

**Courses that can be taken in the University Core, allowing for a Major Course Substitution of your choosing:*

MKTS 206 Professional Selling (Succeed in Business)

THEA 111 Introduction to Acting (Apply & Appreciate Arts)

MKTS MAJOR REQUIREMENTS 30 credits

BMGT 101 Introduction to Business	3
BMGT 275 App Leadership & Mgmt Strat	3
MATH 175 Elementary Statistics	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 Introduction to 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).

Required:

Directed Electives:

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CONCENTRATIONS:

* *BMGT 380 counts as 6 credits*

MARKETING CONCENTRATION 15 credits

Required (9 credits): MKTS 211 Digital Customer Experience
MKTS 303 Integrated Marketing Promotion
MKTS 320 Creativity & Product Innovation

Select two Directed Electives (6 credits)

MKTS 304 International Mktg	MKTS 355 Internship I
MKTS 310 Personal Branding & Bus. Dev.	MKTS 356 Internship II
MKTS 330 Playhouse Practicum	MKTS 395 Special Topics in Mktg/Sales
MKTS 335 Sponsorship in Mktg/Sales	MKTS 415 Adv Digital Marketing
MKTS 345 Influencer Marketing	BMGT 380 Cooperative Ed I*
MKTS 350 Mktg/Sales Exp Learning	CENG 311 Human Centered Design

DIGITAL MARKETING CONCENTRATION 15 credits

Required (9 credits): COMM 120 Visual Storytelling
MKTS 211 Digital Customer Experience
MKTS 415 Advanced Digital Marketing

Select two Directed Electives (6 credits)

MKTS 303 Integrated Marketing Promo	BMGT 380 Cooperative Ed I*
MKTS 320 Creativity/Product Innovation	CENG 311 Human Centered Design
MKTS 330 Playhouse Practicum	CMPS 160 Databases
MKTS 345 Influencer Marketing	MULT 365 Web Publishing I
MKTS 350 Mktg/Sales Exp Learning	MULT 420 Web Publishing II
MKTS 355 Internship I	PRAD 306 Social Media Practices
MKTS 356 Internship II	PRAD 463 Social Media Analytics/SEO
MKTS 395 Special Topics in Mktg/Sales	

PROFESSIONAL SALES CONCENTRATION 15 credits

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

Select two Directed Electives (6 credits)

MKTS 211 Digital Customer Exp.	MKTS 355 Internship I
MKTS 320 Creativity/Product Innovation	MKTS 356 Internship II
MKTS 330 Playhouse Practicum	MKTS 395 Special Topics in Mktg/Sales
MKTS 335 Sponsorship in Mktg/Sales	MKTS 415 Adv Digital Marketing
MKTS 345 Influencer Marketing	BMGT 380 Cooperative Ed I*
MKTS 350 Mktg/Sales Exp. Learning	SPOR 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.