BACHELOR OF SCIENCE IN MARKETING AND SALES
2023-2024 Degree Requirements

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
- Investigate Science
- Investigate Mathematics   MATH 180  3 credits  (College Algebra)
- Interpret Creative Works
- Understand People - Choice 1   PSYC 150  3 credits
- Understand People - Choice 2
- Succeed in Business   BMGT 234  3 credits  (Ethical Leadership)
- Appreciate & Apply the Arts   THEA 111  3 credits  (Introduction to Acting I)
- Discover Technology   GRID 103 OR CMPS 114  3 credits

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)
- BMGT 338  Operations Mgmt/Quant. Analysis (3)
- BMGT 340  Org. Behavior w/topics in Mgmt (3)
- CMPS 300  Info Tech for Managers (3)
- ECON 202  Principles of Microeconomics (3)
- FIN 300  Corporate Finance (3)
- HRM 207  Human Resource Mgmt (3)
- MKTS 205  Principles of Marketing and Sales (3)
- MKTS 280  MKTS Career Prep (1)

MAJOR REQUIREMENTS: 24 cr.
- BMGT 221  Bus Comm/Research (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 320  Creativity and Product Innovation (3)
- MKTS 410  Tech/Innov Mktg&Sales (3)
- Select a Concentration*-15 cr.
  Marketing Management OR Digital Marketing
  OR Professional Sales

*Select a concentration or pick three courses from "required" and two "directed electives". See next page for details on each concentration.

GENERAL ELECTIVES: 6 cr.
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1. Marketing - 15 Credits
Required Courses:
- MKTS 211 Digital Customer Experience (3)
- MKTS 303 Advertising, PR, and Social Media (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 271 The Money Thing (3)
- BMGT 380 Cooperative Ed I (6)
- CMPS 330 Electronic Commerce I (3)
- GRID 103 Graphic Design I (3)
- PRAD 306 Social Media Practices (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)
- MULT 365 Web Publishing 1 (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 271 The Money Thing (3)
- BMGT 380 Cooperative Ed I (6)
- CMPS 330 Electronic Commerce I (3)
- MKTS 211 Digital Customer Experience (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)

3. Digital Marketing - 15 Credits
Required Courses:
- CMPS 160 Databases (3)
- MKTS 211 Digital Customer Experience (3)
- MULT 365 Web Publishing I (3)
Select 2 Directed Electives:
- BMGT 380 Co-Op Ed I (6)
- CMPS 163 Business Analytics (3)
- CMPS 330 Electronic Commerce I (3)
- CMPS 430 Electronic Commerce II (3)
- MKTS 395 Special Topics (3)
- MKTS 304 International Marketing (3)
- MKTS 355 Internship I (3)
- MKTS 356 Internship II (3)
- MKTS 411 Advanced Marketing (3)
- MULT 420 Web Publishing II (3)
- PRAD 306 Social Media Practices (3)
- PRAD 463 Social Media Analytics (3)

NOTE: Student must select GRID 103 as Discover Technology
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)