

Bachelor of Arts in Marketing

The Bachelor of Arts in Marketing provides a variety of knowledge and skills applicable to nearly any industry where marketing efforts such as advertising, public relations, promotions and events, market research, sales, and ecommerce play a significant role in the growth of the organization. This bachelor's program is designed to increase your self-motivation, self-confidence, and your ability to work well with others. You'll discover creative problem solving and be taught how to take appropriate business risks and spot market trends as you prepare for careers in the corporate, government, and military sectors.

This program has been designed in consultation with industry business leaders and is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) (<http://www.acbsp.org>).

Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Integrate the marketing function with fundamental business enterprise concepts and principles of management, finance, strategic planning, and information systems.
- Apply marketing principles to a particular business.
- Use marketing research to identify and exploit business opportunities.
- Critically analyze an organization's marketing function and assemble and apply the various marketing strategies and techniques that align with the organization's mission.
- Develop a strategic marketing plan.

Degree at a Glance

Code	Title	Semester Hours
	General Education Requirements	30
	Major Required	36
	Select one of the following concentrations:	12
	General Concentration (p. 3)	
	Analytics (p. 3)	
	Digital Marketing (p. 3)	
	Internet/Web Technology (p. 4)	
	Retail Management (p. 4)	
	Sales (p. 4)	
	Final Program Requirements	3

Elective Requirements	39
Total Semester Hours	120

Degree Program Requirements

General Education Requirements (30 semester hours)

Code	Title	Semester Hours
Arts and Humanities (6 semester hours)¹		
Select 2 courses from the following:		6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH241	Film and Literature	
DSIN141	Image Enhancement using Adobe Photoshop	
FREN100	French I	
FREN101	French II	
GERM100	German I	
GERM101	German II	
JAPN100	Introduction to Japanese	
LITR215	Literature of American Encounters, Revolution, and Rebellion	
LITR218	From Abolition to #MeToo: Literature of the American Civil Rights Movement	
LITR222	Pivotal Figures in Early British Literature	
LITR225	British Literature from Wordsworth through the Wasteland	
LITR231	Leadership in World Literature: Antiquity to the Early Modern Period	
LITR233	Literature of the Newly Globalized World: The Individual's Struggle to Adapt	
MUSI200	Music Appreciation	
MUSI250	World Music and Cultures	
PHIL101	Introduction to Philosophy	
PHIL110	Critical Thinking	
PHIL200	Introduction to Ethics	
PHIL202	Philosophy of Science	
PORT100	Introduction to Brazilian Portuguese	
RELS201	Introduction to World Religions	
RUSS100	Russian I	
SPAN100	Spanish I	
SPAN101	Spanish II	
STEM270	Thinking and Acting Ethically	
Civics, Political and Social Sciences (6 semester hours)¹		

Select 1 course from the following: 3

ECON201 Microeconomics for Business

ECON202 Macroeconomics for Business

Select 1 course from the following: 3

ANTH100 Introduction to Anthropology

ANTH202 Introduction to Cultural Anthropology

CHFD220 Human Sexuality

COMM211 Social Media and Society

COMM240 Intercultural Communication

ECON101 Microeconomics

ECON102 Macroeconomics

EDUC200 Humane Education: A Global Interdisciplinary Perspective

GEOG101 Introduction to Geography

HOSP110 Practical Food Safety and Awareness

IRLS210 International Relations I

LITR212 Forgotten America—Under Represented Cultures in American Literature

LITR235 Four Points of the Compass: Culture and Society Around the World

POLS101 Introduction to Political Science

POLS210 American Government I

PSYC101 Introduction to Psychology

SOCI111 Introduction to Sociology

SOCI212 Social Problems

SOCI220 American Popular Culture

STEM280 Exploring Society and Cultures via Science Fiction

Communication: Writing, Oral, and Multimedia (9 semester hours)

COMM120 Information and Digital Literacy 3

ENGL110 Making Writing Relevant 3

ENGL226 Effective Business Communication 3

History (3 semester hours)

Select 1 course from the following: 3

HIST101 American History to 1877

HIST102 American History since 1877

HIST111 World Civilization before 1650

HIST112 World Civilization since 1650

HIST121 Western Civilization before The Thirty Years War

HIST122 Western Civilization since The Thirty Years War

HIST221 African-American History before 1877

HIST222 African-American History since 1877

HIST223 History of the American Indian

HIST270 History of Science

STEM185 The History and Context of STEM

Mathematics and Applied Reasoning (3 semester hours)

MATH110 College Algebra 3

Natural Sciences (3 semester hours)

Select 1 course from the following: 3

BIOL180 Introduction to Biology

BIOL181 Introduction to Human Anatomy and Physiology

CHEM180 Introduction to Chemistry

ERSC180 Introduction to Meteorology

ERSC181 Introduction to Geology

EVSP180 Introduction to Environmental Science

PHYS180 Introduction to Physics

SPST180 Introduction to Astronomy

STEM100 Introduction to STEM Disciplines

Total Semester Hours 30

¹ All literature courses require successful completion of ENGL101 - Proficiency in Writing or ENGL110 - Making Writing Relevant.

Major Required (36 semester hours)

Code	Title	Semester Hours
BUSN100	Basics of Business	3
MGMT101	Principles of Supervision	3
MKTG201	Fundamentals of Marketing	3
ACCT105	Accounting for Non Accounting Majors	3
BUSN235	Personal Finance	3
MATH120	Introduction to Statistics	3
BUSN311	Law and Ethics in the Business Environment	3
FINC300	Foundations of Financial Management	3
MKTG308	Social Media Marketing	3
MKTG400	Marketing Research	3
MKTG401	Marketing Strategy	3
MKTG420	Branding	3
Total Semester Hours		36

Students must choose a concentration for this degree program and may select from a General Concentration, Concentration in Analytics, Concentration in Digital Marketing, Concentration in Internet/Web Technology, Concentration in Retail Management or Concentration in Sales.

General Concentration Requirements (12 semester hours)

This general concentration allows you to select from all concentration courses offered in this program, including marketing, sales, advertising, analysis, and public relations courses.

Code	Title	Semester Hours
Select 4 courses from the following:		12
BUSN330	Fundamentals of Business Analysis I	
BUSN331	Fundamentals of Business Analysis II	
BUSN333	Project Management for Business Analysts	
BUSN336	Strategic Policy Decision-Making	
MKTG301	Principles of Sales	
MKTG303	Strategic Internet Marketing	
MKTG304	Public Relations	
MKTG305	Advertising	
MKTG403	Marketing Management	
MKTG407	International Marketing	
MKTG410	Contracting and Negotiating	
MKTG425	Integrated Marketing Communications	
MKTG499	Independent Study: Marketing	
Total Semester Hours		12

Concentration in Analytics (12 semester hours)

Data procurement and analysis is a vital role in marketing and business. It helps ensure that the business is operating efficiently, that marketing programs that are implemented are effective, and creates better tools for marketers to use during the decision-making process. In addition to the institutional, general education, and program level learning objectives, the Concentration in Analytics is designed to provide additional information to marketing students to enhance their skills to make more objective-based decisions in today's business environment.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Identify business needs and problem domains.
- Analyze processes and behavior requirements for problem solutions.
- Diagram current and proposed business processes using various tools and techniques.
- Recommend business solutions.
- Develop business processes and improvements.

- Develop functional business capabilities.
- Facilitate and manage recommended projects.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN330	Fundamentals of Business Analysis I	3
BUSN331	Fundamentals of Business Analysis II	3
BUSN333	Project Management for Business Analysts	3
BUSN334	Strategic Alignment in Business Analysis	3
Total Semester Hours		12

Concentration in Digital Marketing (12 semester hours)

Digital marketing serves as a primary means of reaching existing and potential customers in the modern world of business. Knowledge of the tools utilized in the digital marketing space are becoming essential for marketing professionals. The digital marketing concentration is designed to build on the knowledge gained in the Bachelors of Arts Marketing program and to provide focus on marketing from a digital perspective and developing an integrated marketing strategy.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Explain the principles and practices of digital marketing.
- Analyze Web technology tools available to manage and enhance marketing programs.
- Apply digital marketing concepts and skills to promote integrated marketing strategies.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
WEBD122	Introduction to Web Analytics	3
WEBD323	Search Engine Optimization	3
MKTG310	Digital Marketing	3
MKTG425	Integrated Marketing Communications	3
Total Semester Hours		12

Concentration in Internet/Web Technology (12 semester hours)

Internet and web technology play a vital role in marketing and business. Internet and web technology serves as a primary means to touch existing and potential customers. To be effective, marketers need to have a working understanding and knowledge of the tools utilized in the Internet/Web Technology space. Without this underpinning knowledge, it can be difficult to translate the needs of the marketing organization to the IT professionals that perform the coding and technological work. In addition to the institutional, general education, and program level learning objectives, the Concentration in Internet and Web Technology is designed to provide additional information to marketing students to enhance their skills to make more objective-based decisions in today's business environment.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Analyze Web technology tools available to manage and enhance marketing programs.
- Explain the principles and practices of Internet/Web technology.
- Apply Web analytics, Web videography, search engine optimization, and Web content management systems skills to promote marketing program effectiveness.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
WEBD122	Introduction to Web Analytics	3
WEBD220	Web 2.0 Fundamentals	3
WEBD321	Web eCommerce Development	3
WEBD323	Search Engine Optimization	3
Total Semester Hours		12

Concentration in Retail Management (12 semester hours)

According to the National Retail Federation, Retail directly and indirectly supports 42 million jobs, provides \$1.6 trillion in labor income and contributes \$2.6 trillion annually to U.S. GDP. As the retail industry grows, the marketing aspects of retail management will be key to growth, expansion, and survival. Marketers need to have an understanding of the retail management space and to look beyond traditional formats, products, and services to ensure successful marketing practices are being utilized and practiced.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Define the importance of retail strategy formulation and the impact of retailing on the economy in the global environment.
- Examine and identify the retailing process and how today's managers assess and implement strategies used in the management of information technology, financial, and human resources.
- Explore and examine analytical techniques for diagnosing the competitive position of retail focused strategy, and identifying and analyzing specific retail options.
- Explore and examine major differences between a successful versus poorly run retail operation to include visual communication, store design, employee recruitment, and consumer value propositions.
- Explore and examine the many factors of merchandise blending and how to determine which components are needed for successful assortments for the consumer.
- Explore and examine the dynamic and competitive nature of the retail industry.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
RTMG201	Retail Inventory Management	3
RTMG300	Retail Strategy	3
RTMG301	Retail Innovation	3
RTMG303	Retail Merchandising Operations	3
Total Semester Hours		12

Concentration in Sales (12 semester hours)

Lays the groundwork for understanding the sales process through critical thinking, creative and logical analysis, and effective oral, written, and electronic documentation skills. Explores business knowledge and decision making that support and facilitate lifelong professional development, as well as effective leadership in a sales team environment.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Demonstrate a clear understanding of the sales process including a mastery of sales closes.
- Communicate effectively using oral, written, and electronic documentation skills.

- Analyze customer needs and formulate solutions.
- Use critical thinking and creative and logical analysis skills, strategies, and techniques to solve complex business problems.
- Implement and apply current technical and non-technical solutions to business activities, systems, and processes.
- Demonstrate leadership while working effectively in a sales team environment to accomplish a common goal.
- Demonstrate a foundation of business knowledge and decision-making skills that supports and facilitates lifelong professional development.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
MKTG301	Principles of Sales	3
MKTG307	Consumer Behavior	3
MKTG403	Marketing Management	3
MKTG410	Contracting and Negotiating	3
Total Semester Hours		12

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
MKTG495	Senior Seminar in Marketing (to be taken as the last course before graduation) ¹	3
Total Semester Hours		3

¹ Prerequisite: Senior Standing and completion of all major courses prior to enrollment.

Elective Requirements (39 semester hours)

Select any courses that have not been used to fulfill major requirements. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major.