

BUSINESS ADMINISTRATION

Specialization: Sales and Marketing



ABOUT THIS DEGREE PROGRAM

BUSINESS CORE

A FOUNDATION IN BUSINESS

This program features a series of essential

Business Core courses to help build interdisciplinary skills critical to workplace success. These courses introduce students to key disciplines that support business careers and cover concepts related to general business principles, including accounting, marketing, management and the analytic skills that inform business decision-making.

A PROGRAM TO FUEL YOUR FUTURE

Prepare to build your career with essential business skills, while preparing for success in the dynamic fields of sales and marketing.

IS THIS PROGRAM FOR YOU?

Interested in sales, marketing and business? Then this program might be the right fit for you.

CAREER OPPORTUNITIES

Graduates of DeVry University's [Business Administration program with a specialization in Sales and Marketing](#) may consider, but are not limited to, the following careers:

- Advertising Manager
- Brand Manager
- Marketing Manager
- Marketing Research Analyst
- Digital Marketing Manager
- Email Marketing Specialist
- Industrial Buyer
- Social Media Marketing Manager

WHAT YOU'LL LEARN

ESSENTIALS

- Communicate methods and findings
- Collaborate in a dynamic work environment
- Solve complex problems
- Analyze business-related data

BUSINESS CORE

- Lead, manage and collaborate in diverse environments in physical and virtual settings
- Explore basic analytical methods for data creation, collection and utilization
- Allocate financial and human resources, manage risk and analyze business opportunities
- Evaluate and solve complex business problems using numerical and qualitative data
- Use technology to develop business solutions to improve daily operations and long-term strategy

PROGRAM

- Use managerial and cost accounting techniques to address business challenges
- Explore corporate finance principles and the practical tools necessary for effective financial planning and decision-making
- Understand economic fundamentals and real-world applications for effective planning in micro and macro contexts
- Utilize core project management principles to create essential documents for effective communication and project planning

SPECIALIZED

- Analyze economical, psychological, cultural and other factors that affect consumer behaviors
- Managing a firm's online presence through digital marketing efforts of creating, managing and promoting an online identity
- Analyze the importance of maintaining media and public relations in PR efforts and how to effectively use relationship building, multiple media and consumer satisfaction in advertising efforts
- Understand the role brands play in the customer experience
- Explore current trends and technologies in marketing and their application

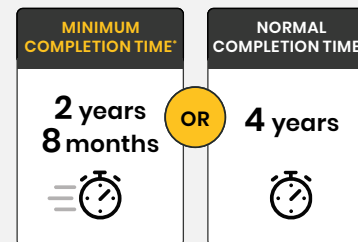
QUICK FACTS

124
CREDIT HOURS
minimum credit hours
required for graduation¹

ACCREDITATION MATTERS



The Bachelor of Science in Business Administration degree has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it meets standards of business education that promote teaching excellence.



ACCELERATE ON YOUR SCHEDULE

Choose the schedule that best fits your goals and commitments. You can earn your **Bachelor's Degree** in as little as **2 years 8 months**.*

Or, follow a normal schedule and complete your program in 4 years.**

*Minimum completion time does not include breaks and assumes 3 semesters of year-round, full-time enrollment in 12-19 credit hours a semester per 12-month period.

**Normal completion time includes breaks and assumes 2 semesters of enrollment in 12-19 credit hours per semester per 12-month-period.

¹127 for students enrolled at a New Jersey location.

Business Administration | Sales and Marketing

ESSENTIALS

50
CREDIT HOURS

COMMUNICATION SKILLS¹

ENGL112² Composition
ENGL135 Advanced Composition
ENGL216 Technical Writing

Select one

SPCH275 Public Speaking
SPCH276 Intercultural Communication ☎

HUMANITIES

LAS432 Technology, Society, and Culture ☎

Select one

ETHC334 Diversity, Equity and Inclusion in the Workplace ☎
ETHC445 Principles of Ethics

Select one

HUMN303 Introduction to the Humanities
HUMN304 Multi-Ethnic Humanities ☎

SOCIAL SCIENCES

PSYC305³ Motivation and Leadership^t
SOCS185 Culture and Society ☎

Select one

LAWS310 The Legal Environment
SOCS325 Environmental Sociology
SOCS350 Cultural Diversity in the Professions ☎

MATHEMATICS AND NATURAL SCIENCES

MATH114 Algebra for College Students
SCI228 Nutrition, Health and Wellness with Lab

Select one

MATH200 Quantitative Reasoning
MATH221 Statistics for Decision-Making

PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD405 Career Development
COLL148 Critical Thinking and Problem-Solving

☎ This icon indicates Diversity, Equity & Inclusion Courses

BUSINESS CORE

21
CREDIT HOURS

BUSINESS CORE^{4,5}

BIAM110 Introduction to Business Analysis
BIS155 Data Analysis with Spreadsheets with Lab
BUSN115 Introduction to Business and Technology
BUSN319 Marketing
COMP100 Computer Applications for Business with Lab
MGMT303 Principles of Management

Select one

ACCT207 Fundamentals of Accounting
ACCT212 Financial Accounting

PROGRAM

26
CREDIT HOURS

PLANNING AND COMMUNICATION

BUSN315^{6,7} Contemporary Business
BUSN379 Finance
ECON312 Principles of Economics

Select one

MGMT404 Project Management
PROJ404 Project Management for the Profession

ELECTIVES

Electives may be chosen from courses listed in the Course Descriptions section of the [Academic Catalog](#) provided they are not used to meet other graduation requirements and prerequisites are met. The following suggested electives ensure students meet prerequisite requirements and offer applied tech skills for today's business world. Qualifying prior college coursework not meeting other program requirements may be applied toward elective hours.

ACCT360 Managerial Accounting
BIS310 Compliance and Security Management
LEAD200 Communication for a Diverse Workplace

SENIOR PROJECT

BUSN460 Senior Project

SPECIALIZED

27
CREDIT HOURS

SALES AND MARKETING

MKTG310 Consumer Behavior
MKTG340 Digital Marketing Fundamentals
MKTG410 Advertising and Public Relations
MKTG435 Marketing Research and Analytics
MKTG445 Brand Management
MKTG455 Current Topics in Marketing

One of:

MKTG425 Personal Selling and Sales Management
MKTG430 International Marketing
SBE330 Creativity, Innovation and New Product Development

¹ 14 for students enrolled at a New Jersey location.

² Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

³ Students enrolled at a Nevada location must take POL1332 in lieu of this requirement.

⁴ Students enrolled at a New Jersey location must also take BUSN369, BUSN412 and GSCM206 to fulfill this requirement.

⁵ 30 for students enrolled at a New Jersey location, where the additional credit hours satisfy the Elective course area requirement.

⁶ Students attending a New Jersey location and selecting the Accounting major/concentration must take ACCT360.

⁷ Students attending a New Jersey location and selecting the Human Resource Management major/concentration must take MGMT410.

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