



Bachelor's Degree Program *Technical Management*

Specialization: **Sales and Marketing**

ABOUT THIS DEGREE PROGRAM

For those with prior college education or professional experience, the bachelor's degree in Technical Management at DeVry University can help advance your career in many business areas and industries, such as finance, accounting, operations, marketing or management. With qualifying college credits, you may be able to earn your bachelor's degree in less time.

Professionals in industry and education from across the country contribute to the curriculums for our degree programs. As a student, you can build upon your existing knowledge and experiences by utilizing our curriculum and classroom education to address real business issues taken from the boardrooms and offices of Fortune 500 companies.

To further advance your business career, you can benefit from selecting a business specialization that can expand your knowledge for the specific career path you choose to pursue.

Specializations offered within the Technical Management degree program:

- Accounting
- Business Information Systems
- Criminal Justice
- Finance
- Health Information Management
- Health Services Management
- Hospitality Management
- Human Resource Management
- Operations Management
- Project Management
- Sales and Marketing
- Security Management
- Small Business Management and Entrepreneurship
- Sustainability Management
- Technical Communication

Those with prior work or educational experience may also want to consider our Management degree program, which is available with many of the same specializations.

GENERAL EDUCATION COURSEWORK

At DeVry University, we believe in the value of a comprehensive education. This means broadening your knowledge and skill sets beyond the area of your degree program, to prepare you to succeed in today's diverse and evolving workplace.

From day one, you can learn important analytical and communication skills, such as problem-solving, reasoning and analysis, academic and professional writing, and mathematics and statistics skills. These skills can better equip you to work across cultures and understand a wide range of concepts that influence your area of study.

General Education Coursework:

- Communication Skills
- Humanities
- Mathematics
- Natural Sciences
- Personal and Professional Development
- Social Sciences

CORE-DEGREE COURSEWORK

all
of these
courses

- BIS-155 Data Analysis with Spreadsheets with Lab
- BUSN-115 Introduction to Business and Technology
- COMP-100 Computer Applications for Business with Lab
- MGMT-303 Principles of Management
- MGMT-404 Project Management

1
of these
courses

- BUSN-412 Business Policy
- BUSN-420 Business Law
- BUSN-427 Global Issues in Business
- MGMT-340 Business Systems Analysis
- MGMT-410 Human Resource Management

2-3
of these
courses

- ACCT-212 Financial Accounting
- ACCT-344 Cost Accounting
- ACCT-346 Managerial Accounting
- BIS-245 Database Essentials for Business with Lab
- BUSN-319 Marketing
- BUSN-379 Finance
- ECON-210 Fundamentals of E-Commerce

7-8
of these
courses

These electives are chosen through academic advising from courses that are different from those used to meet any other graduation requirement. They may be selected from other courses listed in the academic catalog, provided prerequisites are satisfied.

General Education Coursework (credit hours)	40
Core-Degree Coursework (credit hours)	+ 52
Career-Focused Coursework (credit hours)	+ 31
Approximate Credit Hours Required for Graduation (Eight Full-Time Semesters to Complete)	123



Bachelor's Degree Program Technical Management

Specialization: *Sales and Marketing*

ABOUT THIS SPECIALIZATION

The field of sales and marketing is driven by understanding the consumer and their buying motivation and behavior. Marketing and sales professionals develop relationships with customers in order to understand their needs and wants. They use this insight to develop pricing and promotions for products and services that resonate and motivate the consumer to purchase.

Sales and marketing professionals use a variety of tools to help them market and sell products and services. Marketers may utilize market research to collect, analyze and interpret information about the consumer. Sales people working in a territory, with the customer, can help gather important information to better market and sell products and services. Advertising and public relations can be used to expand the impact and reach of sales and marketing professionals to a larger audience.

As a graduate, you may be responsible for regional, national or even international marketing and sales efforts. Tasks you may perform to accomplish these efforts, include researching consumer behaviors, creating promotions, developing advertising campaigns and tracking purchase behavior.

Graduates of DeVry University's Technical Management program with a specialization in Sales and Marketing may consider careers including:

- Account Manager
- Advertising Manager
- Customer Service Representative
- Industrial Buyer
- Internet Marketing and Sales Manager
- Marketing Research Analyst
- Meeting and Convention Planner
- Product Manager
- Promotion and Public Relations Manager
- Retail Store Manager
- Sales Manager

According to the Bureau of Labor Statistics, employment of marketing and sales managers is expected to grow by 12 to 15 percent between 2008 and 2018, faster than the average for all occupations. According to its *Occupational Outlook Handbook*, "as the influence of traditional advertising in newspapers, radio and network television wanes, marketing professionals are being asked to develop new and different ways to advertise and promote products and services to better reach potential customers."¹

¹Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2010-11 Edition*, Advertising, Marketing, Promotions, Public Relations and Sales Managers, on the Internet at www.bls.gov/oco/ocos020.htm (visited February 1, 2011).

²DeVry University, on the Internet at www.devry.edu/degree-programs/college-business-management/sales-and-marketing-about.jsp.

³O*NET OnLine, Advertising and Promotions Managers, on the Internet at www.online.onetcenter.org/link/summary/11-2011.00 (visited February 1, 2011).

In New York, DeVry University operates as DeVry College of New York.

Program and course requirements and availability vary by location. Some courses may be available online only. Refer to the current academic catalog for more detailed information. DeVry University operates as DeVry Institute of Technology in Calgary, Alberta. DeVry is certified to operate by the State Council of Higher Education for Virginia. AC0060. DeVry University is authorized for operation by the THEC, www.state.tn.us/thec. Nashville Campus - 3343 Perimeter Hill Dr., Nashville, TN 37211. ©2011 DeVry Educational Development Corp. All rights reserved. Version 7/1/11

For comprehensive consumer information, visit devry.edu/btm

KNOWLEDGE AND SKILLS

ADVERTISING AND PUBLIC RELATIONS² — Explore media relations, the media mix, media buying, promotions, methods for improving customer satisfaction, relationship-building strategies and ethics.

SALESMANSHIP² — Study forecasting and territory management; understand customer expectations and buyer behavior; gather feedback; communicate; budget and relate sales and marketing goals.

INTERNATIONAL MARKETING² — Develop international marketing programs and understand macro environmental factors that affect decision-making in an international setting.

COMMUNICATIONS AND MEDIA³ — Understand media production, communication and dissemination techniques and methods including alternative ways to inform and entertain via written, oral and visual media.

CREATIVITY, INNOVATION AND NEW PRODUCT DEVELOPMENT² — Identify opportunities to use creativity and innovation to introduce and expand product lines in corporate and entrepreneurial ventures.

MARKETING ANALYTICS³ — Monitor and analyze statistical data and market trends.

CONSUMER BEHAVIOR² — Analyze consumer purchasing behavior as it relates to the development of marketing programs, taking into account economic, psychological, cultural, cognitive and social factors.

CUSTOMER AND PERSONAL SERVICE³ — Demonstrate the principles and processes of personal service, including conducting customer needs assessments, meeting quality standards for services and evaluating customer satisfaction.

ACTIVE LISTENING³ — Give your full attention to what other people are saying, take time to understand the points being made, ask questions as appropriate and avoid interrupting at inappropriate times.

SOCIAL PERCEPTIVENESS³ — Be aware of others' reactions and understand why they react as they do.

CAREER-FOCUSED COURSEWORK

all
of these
courses

- MKTG-310 Consumer Behavior
- MKTG-320 Market Research
- MKTG-410 Advertising and Public Relations
- MKTG-420 Salesmanship
- MKTG-430 International Marketing
- SBE-330 Creativity, Innovation and New Product Development

1
of these
courses

- ECOM-340 Internet Marketing
- 3 HOURS Advanced course option

all
of these
courses

- BUSN-460 Senior Project

OR

all
of these
courses

- BUSN-462 Senior Project I
- BUSN-463 Senior Project II

Visit Devry.edu or call 888.DEVRY.04

