

# TECHNICAL MANAGEMENT

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

Make the most of your transfer coursework by building a foundation in business and specializing in the exciting world of sales and marketing. This bachelor's degree-completion program is designed to give you an essential overview of business and management technology, with the option of focusing on sales and marketing.

#### IS THIS PROGRAM FOR YOU?

Do you have potential transfer credits and an interest in sales, marketing and business? Then this program might be the right fit for you.

## CAREER OPPORTUNITIES

Graduates who complete DeVry's Bachelor's of Science in Technical Management degree with a specialization in Sales and Marketing may consider, but are not limited to, the following careers:

- Advertising Manager
- Brand Manager
- Customer Service Representative
- Marketing Research Analyst
- Meeting and Convention Planner
- Product Manager
- Digital Marketing Manager
- Email Marketing Specialist
- Industrial Buyer
- Public Relations Specialist
- Sales Manager
- Social Media Marketing Manager

## WHAT YOU'LL LEARN

### ESSENTIALS

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

### BUSINESS CORE

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

### PROGRAM

- Apply leadership, resource management and conflict management techniques to solve business problems
- Analyze financial and statistical data using spreadsheet and database software
- Utilize core project management principles to create essential documents for effective communication

### SPECIALIZED

- Analyze economical, psychological, cultural and other factors that affect consumer behaviors
- Manage a firm's online presence through digital marketing efforts of creating, managing and promoting an online identity
- Analyze macro-environmental factors to develop effective international marketing strategies
- Understand the role brands play in the customer experience
- Explore current trends and technologies in marketing and their application

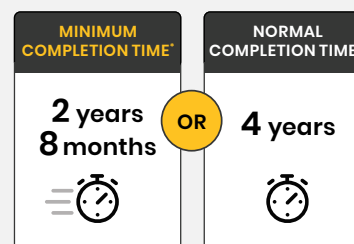
## QUICK FACTS

**122**  
CREDIT HOURS  
minimum credit hours  
required for graduation<sup>1</sup>



### ACCREDITATION MATTERS

DeVry University's Bachelor of Science in Technical Management program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) [www.acbsp.org](http://www.acbsp.org), demonstrating that they have met the 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.

Technical Management | Sales and Marketing

ESSENTIALS

40  
CREDIT HOURS

COMMUNICATION SKILLS

ENGL112 <sup>1</sup>	Composition
ENGL135	Advanced Composition
SPCH275	Public Speaking

HUMANITIES

ETHC445	Principles of Ethics
LAS432	Technology, Society, and Culture

SOCIAL SCIENCES

ECON312	Principles of Economics
SOCS185 <sup>2</sup>	Culture and Society

MATHEMATICS AND NATURAL SCIENCES

MATH114	Algebra for College Students
SCI228 <sup>3</sup>	Nutrition, Health and Wellness with Lab
<i>Select one</i>	
MATH200	Quantitative Reasoning
MATH221	Statistics for Decision-Making

PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD405	Career Development
COLL148	Critical Thinking and Problem-Solving

PROGRAM

34  
CREDIT HOURS

MANAGEMENT AND TECHNOLOGY

<i>One of</i>	
BIS245	Database Essentials for Business with Lab
BIS275	Advanced Excel
<i>One of<sup>6</sup></i>	
MGMT404	Project Management
PROJ404	Project Management for the Profession

ELECTIVES<sup>4</sup>

Students choose twenty-three (23) credit hours from courses listed in the Course Descriptions section of the academic catalog provided they are not used to meet other graduation requirements, course prerequisites are met and the Elective course area credit hour requirement is satisfied. Students are encouraged to contact a student support advisor regarding elective course options.

The following suggested electives ensure students meet prerequisite requirements. Qualifying prior college coursework not meeting other program requirements may be applied toward elective hours.

ACCT360	Managerial Accounting
BIAM300	Managerial Applications of Business Analytics
BIS310	Compliance and Security Management
BUSN315	Contemporary Business
BUSN350	Business Analysis
BUSN369	International Business
BUSN379	Finance
GSCM206	Managing Across the Supply Chain
LEAD335	Cross-Cultural Leadership
LEAD430	Consulting and Problem-Solving
MGMT410	Human Resource Management

SENIOR PROJECT

BUSN460	Senior Project
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BUSINESS CORE

21  
CREDIT HOURS

BUSINESS CORE

BIAM110	Introduction to Business Analytics
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

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
<i>One of:</i>	
MKTG425	Personal Selling and Sales Management
MKTG430	International Marketing
SBE330	Creativity, Innovation and New Product Development

<sup>1</sup>Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

<sup>2</sup>Students enrolled at a Nevada location must take POLI332 as part of this requirement, the Additional General Education Selection or the Electives.

<sup>3</sup>Students enrolled at a New Jersey location must take PHYS204 to fulfill this requirement.

<sup>4</sup>Students enrolled at a New Jersey location must take 55 semester-credit hours of general education coursework. Fifteen semester-credit hours of general education coursework may be applied to the Electives course area.