Business Administration Bachelor’s Degree Program

Specialization: Sales and Marketing

General Education Coursework

Communication Skills
- ENGL112 Composition
- ENGL115 Advanced Composition
- ENGL126 Technical Writing
- SPCH275 Public Speaking

Humanities
- HUMN303 Introduction to the Humanities
- ETHC445 Principles of Ethics
- LAS432 Technology, Society, and Culture

Social Sciences
- SOCS185 Culture and Society
- SOCS225 Environmental Sociology
- LAW310 The Legal Environment

Mathematics and Natural Sciences
- MATH114 Algebra for College Students
- MATH221 Statistics for Decision-Making
- SCI228 Nutrition, Health and Wellness with Lab

Personal and Professional Development
- CARD405 Career Development
- COLL148 Critical Thinking and Problem Solving

Core-Degree Coursework

Business Core
- ACCT212 Financial Accounting
- ACCT346 Managerial Accounting
- BIS155 Data Analysis with Spreadsheets with Lab
- BIS245 Database Essentials for Business with Lab
- BUSN115 Introduction to Business and Technology
- BUSN319 Marketing
- BUSN379 Finance
- COMP100 Computer Applications for Business with Lab
- ECON312 Principles of Economics
- MGMT303 Principles of Management
- MGMT404 Project Management

Senior Project
- BUSN460 Senior Project

Electives

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 the elective hours. Students may request alternate elective courses through academic advising.

- CIS115 Logic and Design
- MGMT408 Management of Technology Resources
- SEC310 Principles and Theory of Security Management

About This Degree Program

Businesses large and small are the core of the American economy. Earning a bachelor’s degree in Business Administration at DeVry University can help you develop the skills needed to work in many business areas and industries, such as such as accounting, project management, entrepreneurship, marketing, and human resources.

The Business Administration degree program is designed to prepare students to meet the challenges of a high-tech, global marketplace by bringing the real world into the classroom. Through experiential projects, you can develop the skills and business acumen needed in today’s business world.

This program is designed to accommodate students with a wide range of experiences, including those with little or no prior college education or work experience. If you have prior work or educational experience, you may also want to consider our Technical Management or Management degree programs, which are available with many of the same specializations.

DID YOU KNOW?

DeVry University's Bachelor of Science in Business Administration program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACSBP). www.acbsp.org, demonstrating that it has met the standards of business education that promote teaching excellence.
Bachelor’s Degree Program | Business Administration

SPECIALIZATION: SALES AND MARKETING

ABOUT THIS SPECIALIZATION

DeVry University’s bachelor’s degree program in Business Administration helps prepare you for the workplace with a solid business foundation. Our specialization in Sales and Marketing can further focus your studies.

The field of sales and marketing is driven by understanding consumers and their buying motivation and behavior. Marketing and sales professionals use this insight to develop pricing and promotions for products and services that resonate and motivate the consumer to purchase.

Sales and marketing professionals utilize 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 also 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.

Our curriculum will explore some of the common tasks performed in sales and marketing including researching consumer behaviors, creating promotions, developing advertising campaigns and tracking purchase behavior.

Graduates of DeVry University’s Business Administration program with a specialization in Sales & Marketing may consider careers including, but not limited to, the following:

- Account Manager
- Advertising Manager
- Brand Manager
- Brand Specialist
- Community Marketing Manager
- Community Marketing Specialist
- Customer Service Representative
- Digital Marketing Manager
- Digital Marketing Specialist
- Email Marketing Manager
- Email Marketing Specialist
- Industrial Buyer
- Internet Marketing and Sales Manager
- Management Analyst/Consultant
- Marketing Manager
- Marketing Research Analyst
- Meeting and Convention Planner
- Product Manager
- Promotion and Public Relations Manager
- Public Relations Manager
- Public Relations Specialist
- Retail Store Manager
- Sales Manager
- Social Media Marketing Manager
- Social Media Marketing Specialist

Employment in some occupations may require years of relevant experience.

For comprehensive consumer information, visit devry.edu/studentconsumerinfo. Important information about the education debt, earnings and completion rates of students who attended this program can be found at devry.edu/bba-ge. For additional program information, visit devry.edu/bba.

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC). http://www.hlcommission.org. Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 2430 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission. www.tn.gov/tnheche. Nashville Campus: 3341 Perimeter Hill Dr., Nashville, TN 37211. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program.

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KNOWLEDGE AND SKILLS

ADMINISTRATION AND MANAGEMENT — Understand the fundamental management theories and traditional managerial responsibilities in formal and informal organizational structures, including planning, organizing, directing, controlling and staffing.

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

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

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

COMMUNICATIONS AND MEDIA — 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 DEVELOPMENT — Identify opportunities to use creativity and innovation to introduce and expand product lines in corporate and entrepreneurial ventures.

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

CONSUMER BEHAVIOR — 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 SERVICE — Demonstrate the principles and processes of personal service, including conducting customer needs assessments, meeting quality standards for services and evaluating customer satisfaction.

PROGRAM-SPECIFIC COURSEWORK

Sales and Marketing

- MKTG310 Consumer Behavior
- MKTG320 Market Research
- MKTG430 Digital Marketing Fundamentals
- MKTG440 Advertising and Public Relations
- MKTG450 Personal Selling and Sales Management
- MKTG450 International Marketing
- SBE330 Creativity, Innovation and New Product Development

SALES AND MARKETING

- SBE330 Creativity, Innovation and New Product Development
- MKTG450 Personal Selling and Sales Management
- MKTG440 Advertising and Public Relations
- MKTG320 Market Research
- MKTG310 Consumer Behavior

ADMINISTRATION AND MANAGEMENT

- MKTG320 Market Research
- MKTG310 Consumer Behavior
- MKTG450 International Marketing
- SBE330 Creativity, Innovation and New Product Development

CONSUMER BEHAVIOR

- MKTG310 Consumer Behavior
- MKTG450 International Marketing
- SBE330 Creativity, Innovation and New Product Development

CAREERS

- Internet Marketing and Sales Manager
- Industrial Buyer
- Email Marketing Specialist
- Email Marketing Manager
- Digital Marketing Specialist
- Digital Marketing Manager
- Community Marketing Specialist
- Community Marketing Manager
- Brand Specialist
- Brand Manager
- Advertising Manager
- Account Manager
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- Management Analyst/Consultant
- Marketing Manager
- Marketing Research Analyst
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