ABOUT THIS DEGREE PROGRAM

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.

The Business Core coursework introduces students to contemporary workplace applications. In each course, the learning experience is enhanced through activities that help students apply the course material, while shaping future education and career choices.

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
- Marketing Research Analyst
- Digital Marketing Manager

WHAT YOU’LL LEARN

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

BUSINESS CORE
- Lead, manage and collaborate in diverse environments in physical and virtual settings
- 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
- Produce financial statements using GAAP guidelines and use managerial analysis to budget for sales and costs
- Analyze financial and statistical data using spreadsheet and database software
- Apply marketing strategies for business products and services
- Apply basic project management techniques through project planning software

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
- Ability to analyze macroenvironmental factors to develop and deploy effective international marketing strategies

QUICK FACTS

124 CREDIT HOURS
minimum credit hours required for graduation

2 + 8 YEARS
minimum length to graduation

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.

MICROSOFT OFFICE PRODUCTIVITY TOOLS
To ensure you have a robust learning experience, as part of your program, you will use latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.

LEARN FROM THOSE WHO LEAD
Our accomplished faculty of experienced educators is passionate about teaching and guiding students toward success. Shape and build your education with guidance from faculty who challenge you intellectually and provide insight into new learnings from their real-world knowledge and industry expertise.

1 128 for students enrolled at a New Jersey location. 2 127 for students enrolled at a Pennsylvania location.

3 Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at https://www.devry.edu/online-programs.html.
### Bachelor's Degree Program

**Business Administration | Sales and Marketing**

#### PROGRAM

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#### Essentials

**Communication Skills**
- ENGL112 Composition
- ENGL135 Advanced Composition
- ENGL216 Technical Writing
- SPCH275 Public Speaking

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

**Social Sciences**
- LAWS310 The Legal Environment
- SOCS185 Culture and Society
- SOCS325 Environmental Sociology

**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

#### Business Core

**Business Core**
- ACCT212 Financial Accounting
- 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

1. Students enrolled at a New Jersey location must also take the following to fulfill this requirement: BUSN360; BUSN412; GSCM206; MGMT408.

#### Electives

**Two of:**
- BUSN350 Business Analysis
- CEIS110 Introduction to Programming
- MGMT408 Management of Technology Resources

**One of:**
- BIS245 Database Essentials for Business with Lab
- BUSN278 Budgeting and Forecasting
- SEC310 Principles and Theory of Security Management

#### Senior Project
- BUSN460 Senior Project

#### Specialized

**Sales and Marketing**
- MKTG310 Consumer Behavior
- MKTG320 Market Research
- MKTG340 Digital Marketing Fundamentals
- MKTG410 Advertising and Public Relations
- MKTG425 Personal Selling and Sales Management
- MKTG430 International Marketing
- SBE330 Creativity, Innovation and New Product Development

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In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC). [https://www.hlcommission.org](https://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: 2450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the [Tennessee Higher Education Commission](https://tn.gov/thec). Nashville Campus: 301 S. Perimeter Park Dr., Ste. 100, Nashville, TN 37211. Programs, course requirements and availability vary by location. Some courses may be available online only. All students enrolled in site-based programs will be required to take some coursework online and, for some programs and locations, a substantial portion of the program may be required to be completed online. DeVry's academic catalog, available via [https://www.devry.edu/catalogs](https://www.devry.edu/catalogs), contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing. ©2021 DeVry Educational Development Corp. All rights reserved. Version 5/19/21