

Bachelor's Degree Program BUSINESS ADMINISTRATION

Specialization: **Sales and Marketing**

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 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 (ACBSP) www.acbsp.org, demonstrating that it has met the standards of business education that promote teaching excellence.



GENERAL EDUCATION COURSEWORK

Communication Skills

ENGL112 ¹	Composition
ENGL135	Advanced Composition
ENGL216	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
SOCS325 ²	Environmental Sociology
LAWS310 ³	The Legal Environment

Mathematics and Natural Sciences

MATH114	Algebra for College Students
MATH221	Statistics for Decision-Making
SCI228 ⁴	Nutrition, Health and Wellness with Lab

Personal and Professional Development

CARD405	Career Development
COLL148	Critical Thinking and Problem-Solving

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

² Certain students enrolled as online students are assigned PSYC307 in lieu of this requirement.

³ Students enrolled at a Nevada location must take POLI332 in lieu of this requirement.

⁴ Students enrolled at a New Jersey location may take PHYS204 or SCI200 to fulfill this requirement.

CORE-DEGREE COURSEWORK

Business Core⁵

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
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Electives

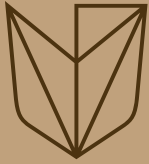
The following suggested electives ensure students meet prerequisite requirements and offer applied tech skills for today's business world. Qualifying prior college coursework not meeting other program requirements may be applied toward the elective hours. Students may request alternate elective courses through academic advising.

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

⁵ Students enrolled at a New Jersey location must also take the following to fulfill this requirement:

- (a) all of: BUSN412; GSCM206
- (b) one of: BUSN369; INTP491 and INTP492

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 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.



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), www.hlcommission.org. 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 by the THEC, www.tn.gov/thec Nashville Campus - 3343 Perimeter Hill Dr., Nashville, TN 37211. To report unresolved complaints to the Illinois Board of Higher Education, visit their webpage at <http://complaints.ibhe.org/> or by mail to the Illinois Board of Higher Education, 1 N. Old State Capitol Plaza, Suite 333, Springfield, IL 62701-1377. Program availability varies by location. ©2017 Adtalem Global Education. All rights reserved. Version 08/14/17

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
- 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