

# 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](http://www.acbsp.org), demonstrating that it has met the standards of business education that promote teaching excellence.



## GENERAL EDUCATION COURSEWORK

### Communication Skills

|                      |                      |
|----------------------|----------------------|
| ENGL112 <sup>1</sup> | 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 <sup>2</sup> | Environmental Sociology |
| LAWS310 <sup>3</sup> | The Legal Environment   |

### Mathematics and Natural Sciences

|                     |   |
|---------------------|---|
| MATH114             | Algebra for College Students            |
| MATH221             | Statistics for Decision-Making          |
| SCI228 <sup>4</sup> | Nutrition, Health and Wellness with Lab |

### Personal and Professional Development

|         |                                       |
|---------|---------------------------------------|
| CARD405 | Career Development                    |
| COLL148 | Critical Thinking and Problem-Solving |

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

<sup>2</sup> Certain students enrolled as online students are assigned PSYC307 in lieu of this requirement.

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

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

## CORE-DEGREE COURSEWORK

### Business Core<sup>5</sup>

|         |   |
|---------|---|
| 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

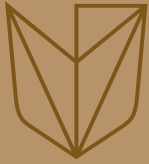
The following suggested electives ensure students meet prerequisite requirements and offer applied tech skills for today's business world. Qualifying prior college coursework not meeting other program requirements may be applied toward the elective hours. Students may request alternate elective courses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

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

<sup>5</sup> 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](http://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](http://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](http://devry.edu/bba-ge). For additional program information, visit [devry.edu/bba](http://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](http://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/thecc](http://www.tn.gov/thecc) 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 06/27/17

## 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 |