

BUSINESS MANAGEMENT

Specialization: Marketing



ABOUT THIS DEGREE PROGRAM

EMPOWERING EMERGING MANAGERS AND TEAM LEADERS

This program is designed to support students seeking to sharpen their managerial skills for a broad range of industries and organizational situations. Coursework provides a foundation of managerial principles to help students develop their leadership potential and complement their operational experience. The curriculum explores essential business topics, provides opportunities to specialize and integrates elective courses enabling students to develop skills to drive organizational change, manage projects, and achieve strategic and operational objectives.

A PROGRAM TO FUEL YOUR FUTURE

Build toward an exciting career with a foundation of business and management skills, and a specialization in sales and marketing. This program provides an overview of the concepts and strategies that drive modern business. It also offers in-depth studies to prepare you for success in sales and marketing, including roles in digital marketing, public relations, social media and advertising. You'll study a range of topics in a global context from market research and consumer behavior to product development and product management.

IS THIS PROGRAM FOR YOU?

Interested 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 Business Management degree with a specialization in Marketing may consider, but are not limited to, the following careers:

- Brand Manager
- Customer Service Representative
- Marketing Manager
- Meeting and Convention Planner
- Industrial Buyer
- Sales Manager
- Social Media Marketing Manager
- Email Marketing Specialist

WHAT YOU'LL LEARN

ESSENTIALS

- Communicate methods and findings
- Collaborate in a dynamic work environment
- Solve complex problems

BUSINESS CORE

- Lead, manage and collaborate in diverse environments in physical and virtual settings
- Explore basic analytical methods for data creation, collection and utilization
- 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

- Develop fundamental competencies necessary to align financial decisions with operational goals
- Develop an understanding of cross-cultural leadership dynamics, strategies for managing diverse teams, and skills for effective communication and research
- 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 and deploy effective international marketing strategies
- Understand the role brands play in the customer experience
- Explore current trends and technologies in marketing and their application

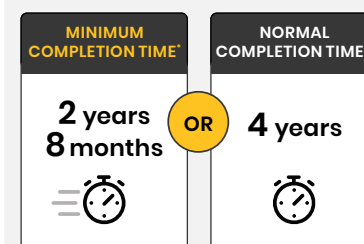
QUICK FACTS

122
CREDIT HOURS
minimum credit hours
required for graduation¹



ACCREDITATION MATTERS

The Bachelor of Science in Business Management 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.



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.

Business Management | Marketing

ESSENTIALS

40
CREDIT HOURS

COMMUNICATION SKILLS

- ENGL112 Composition
- ENGL135 Advanced Composition
- SPCH275 Public Speaking

HUMANITIES

- ETHC445 Principles of Ethics
- LAS432 Technology, Society, and Culture

SOCIAL SCIENCES

- ECON312 Principles of Economics
- SOCS185¹ Culture and Society

MATHEMATICS AND NATURAL SCIENCES

- MATH114 Algebra for College Students
- SCI228² Nutrition, Health and Wellness with Lab

Select one

- MATH200 Quantitative Reasoning
- MATH221 Statistics for Decision-Making

PERSONAL AND PROFESSIONAL DEVELOPMENT

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

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

PROGRAM

35
CREDIT HOURS

LEADERSHIP AND OPERATIONS

- BUSN278 Budgeting and Forecasting
- BUSN369 International Business
- BUSN379 Finance
- LEAD335 Cross-Cultural Leadership
- MGMT410 Human Resource Management

Select one

- MGMT404 Project Management
- PROJ404 Project Management for the Profession

ANALYTICS⁵

Electives may be chosen from courses listed in the Course Descriptions section of the [Academic Catalog](#) provided they are not used to meet any other graduation requirements and prerequisites are met. The following suggested electives follow DeVry's TechPath and ensure students meet prerequisite requirements. Qualifying prior college coursework not meeting other program requirements may be applied toward the elective hours.

Note: Students selecting the Accounting or Finance concentration must take ACCT360, Managerial Accounting.

- ACCT360 Managerial Accounting
- BUSN350 Business Analysis
- TECH408 Applied AI for Management and Technology

SENIOR PROJECT

- BUSN460 Senior Project

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

One of

- MKTG425 Personal Selling and Sales Management
- MKTG430 International Marketing
- SBE330 Creativity, Innovation and New Product Development

¹Students enrolled at a Nevada location take POLI332.

²Ohio residents enrolled as online students, and students enrolled at an Ohio location, must take an additional natural sciences course from those with designators BIOS, PHYS or SCI as part of this requirement.

Get a Head Start on Your Master's Degree

Take your degree to the next level with the Keller Credit Pathway

Eligible Bachelor's in Business Management students may save time and money by enrolling in **up to 3 graduate-level elective courses (9 credit hours)** helping to fast-track select Keller Graduate School of Management degrees.

For more information, refer to <https://www.devry.edu/d/keller-credit-pathway.pdf>

visit [DeVry.edu](https://www.devry.edu) | Call 888.Devry.04