Bachelor's Degree Program
MANAGEMENT
Specialization: Sales and Marketing

ABOUT THIS DEGREE PROGRAM

The bachelor’s degree in Management at DeVry University can help you develop the management skills needed to work in many business areas and industries, such as accounting, project management, entrepreneurship, marketing, and human resources. If you’re currently employed, this can be a great way to further develop your management skills.

Our Management 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 degree program which is available with many of the same specializations.

GENERAL EDUCATION COURSEWORK

Communication Skills
ENGL112 Composition
ENGL135 Advanced Composition

Humanities
ETHC445 Principles of Ethics
LAS432 Technology, Society and Culture

Social Sciences
ECON312 Principles of Economics
SOC185 Culture and Society

Mathematics and Natural Sciences
MATH114 Algebra for College Students
MATH121 Statistics for Decision-Making
SCI228 Nutrition, Health and Wellness with Lab

Additional General Education Selection
SPCH275 Public Speaking

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

1 Students enrolled at a Nevada location must take POLI332 as part of this requirement or the General Education Option.

CORE-DEGREE COURSEWORK

Business, Management and Technology
ACCT212 Financial Accounting
BIS185 Data Analysis with Spreadsheets with Lab
BIS245 Database Essentials for Business with Lab
BUSN115 Introduction to Business and Technology
BUSN278 Budgeting and Forecasting
BUSN310 Marketing
CIS115 Logic and Design
CIS206 Architecture and Operating Systems with Lab
COMPT00 Computer Applications for Business with Lab
MGMT303 Principles of Management
MGMT404 Project Management
MGMT410 Human Resource Management

Senior Project
BUSN460 Senior Project

Analytics
BIAM300 Managerial Applications of Business Analytics
BIAM400 Applied Business Analytics
BIAM410 Database Concepts in Business Intelligence

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 Management 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 Management program with a specialization in Sales and 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/bm-ge.

For additional program information, visit devry.edu/bm.

In New York, DeVry University operates as DeVry College of New York.


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
MKTG30 Consumer Behavior
MKTG320 Market Research
MKTG440 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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