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
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 Management degree with a specialization in Sales and 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
- Analyze financial and 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
- Manage 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
- Analyze macro-environmental factors to develop and deploy effective international marketing strategies

QUICK FACTS

122 CREDIT HOURS
minimum credit hours required for graduation1

2 YEARS + 8 MONTHS
minimum length to graduation2

ACREDITATION 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.

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.

BE AN ACTIVE PART OF AN INCLUSIVE FUTURE
Customize your curriculum by choosing Diversity, Equity and Inclusion (DE&I) course alternates for your Communication Skills, Humanities and Social Science courses. These options highlight relevant topics to help empower you to promote an inclusive workplace.

1 125 for students enrolled at a Pennsylvania location.
2 Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at https://www.devry.edu/online-programs.html.

DeVry University
## Bachelor's Degree Program | Business Management | Sales and Marketing

### ESSENTIALS

**COMMUNICATION SKILLS**
- ENGL112  Composition
- ENGL135  Advanced Composition

**HUMANITIES**
- LAS432  Technology, Society, and Culture
- ETHC334  Diversity, Equity and Inclusion in the Workplace
- ETHC445  Principles of Ethics

**SOCIAL SCIENCES**
- ECON312  Principles of Economics
- SOCS185  Culture and Society

**MATHEMATICS AND NATURAL SCIENCES**
- MATH114  Algebra for College Students
- SCI228  Nutrition, Health and Wellness with Lab
- MATH200  Quantitative Reasoning
- MATH221  Statistics for Decision-Making

**ADDITIONAL GENERAL EDUCATION SELECTION**
- SPCH275  Public Speaking
- SPCH276  Intercultural Communication

**PERSONAL AND PROFESSIONAL DEVELOPMENT**
- CARD405  Career Development
- COLL148  Critical Thinking and Problem-Solving

### BUSINESS CORE

**BUSINESS CORE**
- 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
- ACCT207  Fundamentals of Accounting
- ACCT212  Financial Accounting

**PROGRAM**

**MANAGEMENT AND LEADERSHIP**
- BIAM110  Introduction to Business Analytics
- BUSN278  Budgeting and Forecasting
- BUSN369  International Business
- LEAD335  Cross-Cultural Leadership
- MGMT410  Human Resource Management
- BIAM300  Managerial Applications of Business Analytics
- PROJ404  Project Management for the Profession

**ANALYTICS**
- ACCT346  Managerial Accounting
- BUSN379  Finance

### 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

1 Students enrolled at a Nevada location take POLI332.
2 Ohio 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.
3 Students selecting the Accounting or Finance concentration must take ACCT212.
4 Students selecting the Project Management concentration must take PROJ404.
5 Students selecting the Accounting concentration who are interested in sitting for the CPA exam in Texas completing ACCT434, ACCT404 and MGMT330 as elective course options. Successful completion of topics presented in these courses is required to sit for the CPA exam in Texas. Additional requirements also apply to students wishing to sit for the CPA exam; students should check with the Texas Board of Public Accountancy for details.

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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). www.hlcommission.org. The University’s Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Naperville Campus: 1200 E. Diehl Rd., Naperville, IL 60563. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program.