

MANAGEMENT

Specialization: Sales and Marketing



ABOUT THIS DEGREE PROGRAM

BUSINESS CORE

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 + 8
YEARS MONTHS
minimum length to graduation²



MICROSOFT OFFICE PRODUCTIVITY TOOLS

DeVry University has partnered with Microsoft to make current versions of the Microsoft Office suite of applications and productivity tools available at no cost to students in this program.

**LEARN
FROM THOSE WHO
LEAD**

LEARN FROM THOSE WHO LEAD

Our faculty possesses academic credentials and professional experience. They walk into the classroom bringing hard-earned knowledge from years of study and expertise honed through years of experience in the fields they teach.

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/degree-programs.html>.

ESSENTIALS

40
CREDIT HOURS

COMMUNICATION SKILLS

- ENGL112 Composition
- ENGL135 Advanced Composition

HUMANITIES¹

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

SOCIAL SCIENCES

- ECON312 Principles of Economics
- SOCS185² Culture and Society

MATHEMATICS AND NATURAL SCIENCES

- MATH114 Algebra for College Students
- MATH221 Statistics for Decision-Making
- SCI228³ Nutrition, Health and Wellness with Lab

PERSONAL AND PROFESSIONAL DEVELOPMENT

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

ADDITIONAL GENERAL EDUCATION SELECTION

- SPCH275 Public Speaking

¹ Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.
² Students enrolled at a Nevada location must take POLI332 as part of this requirement or the General Education Option.
³ Ohio residents enrolled as online students, and students enrolled at an Ohio location, must take an additional natural sciences course from those with prefixes BIOS, PHYS, or SCI as part of this requirement.

BUSINESS CORE

18
CREDIT HOURS

BUSINESS CORE

- ACCT212 Financial Accounting
- 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

PROGRAM

38
CREDIT HOURS

MANAGEMENT AND TECHNOLOGY

- BIS245 Database Essentials for Business with Lab
- BUSN278 Budgeting and Forecasting
- BUSN369 International Business
- CIS115 Logic and Design
- MGMT404 Project Management
- MGMT410 Human Resource Management

ANALYTICS

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

SENIOR PROJECT

- BUSN460 Senior Project

SPECIALIZED

27
CREDIT HOURS

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

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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. Keller Graduate School of Management is included in this accreditation. 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 as a postsecondary educational institution by the [Tennessee Higher Education Commission](http://www.tn.gov/thecc), www.tn.gov/thecc. Nashville Campus: 3343 Perimeter Hill Dr., Nashville, TN 37211. 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. ©2019 DeVry Educational Development Corp. All rights reserved. Version 9/25/19

