

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

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.

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>.

Management | Sales and Marketing

ESSENTIALS

40
CREDIT HOURS

COMMUNICATION SKILLS

ENGL112	Composition
ENGL135	Advanced Composition

HUMANITIES^{1,2}

LAS432	Technology, Society, and Culture ☼
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Select one

ETHC334	Diversity, Equity and Inclusion in the Workplace ☼
ETHC445	Principles of Ethics

SOCIAL SCIENCES

ECON312	Principles of Economics
SOCS185 ³	Culture and Society ☼

MATHEMATICS AND NATURAL SCIENCES

MATH114	Algebra for College Students
MATH221	Statistics for Decision-Making
SCI228 ⁴	Nutrition, Health and Wellness with Lab

ADDITIONAL GENERAL EDUCATION SELECTION

Select one

SPCH275	Public Speaking
SPCH276	Intercultural Communication ☼

PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD405	Career Development
COLL148	Critical Thinking and Problem-Solving

☼ This icon indicates Diversity, Equity & Inclusion Courses

¹ 9 credit hours for students enrolled at a Pennsylvania location.

² Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.

³ Students enrolled at a Nevada location must take POLI332.

⁴ 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

37
CREDIT HOURS

MANAGEMENT AND TECHNOLOGY

BIAM110	Introduction to Business Analytics
BIS245	Database Essentials for Business with Lab
BUSN278	Budgeting and Forecasting
BUSN369	International Business
MGMT404	Project Management
MGMT410	Human Resource Management

ANALYTICS

ACCT346	Managerial Accounting
BIAM300	Managerial Applications of Business Analytics
BUSN379	Finance

SENIOR PROJECT

BUSN460	Senior Project
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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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