

Bachelor's Degree Program MANAGEMENT

Specialization: **Sales and Marketing**

COLLEGE OF
BUSINESS & MANAGEMENT

QUICK FACTS

123

CREDIT HOURS
minimum credit hours
required for graduation

2 + 8

YEARS MONTHS
minimum length
to graduation¹

¹Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/degree-programs.html>

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 |

Humanities²

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

Social Sciences

| | |
|----------------------|-------------------------|
| ECON312 | Principles of Economics |
| SOCS185 ¹ | Culture and Society |

Mathematics and Natural Sciences

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|---------------------|---|
| MATH114 | Algebra for College Students |
| MATH221 | Statistics for Decision-Making |
| SCI228 ³ | 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.

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

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.

CORE-DEGREE COURSEWORK

Business, Management and Technology

| | |
|---------|---|
| ACCT212 | Financial Accounting |
| BIS155 | Data Analysis with Spreadsheets with Lab |
| BIS245 | Database Essentials for Business with Lab |
| BUSN115 | Introduction to Business and Technology |
| BUSN278 | Budgeting and Forecasting |
| BUSN319 | Marketing |
| CIS115 | Logic and Design |
| CIS206 | Architecture and Operating Systems with Lab |
| COMP100 | Computer Applications for Business with Lab |
| MGMT303 | Principles of Management |
| MGMT404 | Project Management |
| MGMT410 | Human Resource Management |

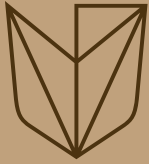
Senior Project

| | |
|---------|----------------|
| 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](https://www.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.

DeVry University is accredited by The Higher Learning Commission (HLC), <http://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. www.tn.gov/the Nashville Campus: 3343 Perimeter Hill Dr., Nashville, TN 37211. 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. ©2018 DeVry Educational Development Corp. All rights reserved. Version 08/01/18

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

- 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