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
Make the most of your transfer coursework by building a foundation in business and specializing in the exciting world of sales and marketing. This bachelor's degree-completion program is designed to give you an essential overview of business and management technology, with the option of focusing on sales and marketing.

IS THIS PROGRAM FOR YOU?
Do you have potential transfer credits and an interest in sales, marketing and business? Then this program might be the right fit for you.

CAREER OPPORTUNITIES
Graduates who complete DeVry’s Bachelor of Science in Technical Management degree with a specialization in Sales and Marketing may consider, but are not limited to, the following careers:

- Advertising Manager
- Brand Manager
- Customer Service Representative
- Marketing Research Analyst
- Meeting and Convention Planner
- Product Manager
- Digital Marketing Manager
- Email Marketing Specialist
- Industrial Buyer
- Public Relations Specialist
- Sales Manager
- Social Media Marketing Manager

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 physical and virtual settings
- Allocate financial and human resources, manage risk and analyze business opportunities
- Solve complex business problems using numerical and qualitative data
- Use technology to develop business solutions to improve daily operations and long-term strategy

PROGRAM
- Apply leadership, resource management and conflict management techniques to solve business problems
- Analyze financial and statistical data using spreadsheet and database software
- Apply managerial theories and techniques to improve organizational performance and foster continuous improvement
- Effectively communicate business information to varying audiences through varying media

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
- Maintain media and public relations to effectively build consumer satisfaction in advertising efforts
- Analyze macro-environmental factors to develop effective international marketing strategies

QUICK FACTS

122 CREDIT HOURS
minimum credit hours required for graduation

2 + 8 YEARS
+ MONTHS
minimum length to graduation

ACCREDITATION MATTERS
DeVry University’s Bachelor of Science in Technical Management program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) www.acbsp.org, demonstrating that they have met the 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 the latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.

APPLIED SKILLS
Grow your experience with business applications and how they work in today’s marketplace. Our technology focus is applied throughout your program to offer you exposure to tools that enhance effectiveness and collaboration in the digital age.

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.
## Bachelor's Degree Program
### Technical Management | Sales and Marketing

<table>
<thead>
<tr>
<th>PROGRAM</th>
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<td>MANAGEMENT AND TECHNOLOGY</td>
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<td>ELECTIVES</td>
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</tbody>
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### BUSINESS CORE 18 CREDIT HOURS
- 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

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- 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

### ESSENTIALS 40 CREDIT HOURS
- COMMUNICATION SKILLS
  - ENGL112 Composition
  - ENGL135 Advanced Composition
- HUMANITIES 2
  - ETHC445 Principles of Ethics
  - LAS432 Technology, Society, and Culture
- SOCIAL SCIENCES
  - ECON312 Principles of Economics
  - SOCS185 Culture and Society
- MATHEMATICS AND NATURAL SCIENCES
  - MATH114 Algebra for College Students
  - MATH221 Statistics for Decision-Making
  - SCI228 Nutrition, Health and Wellness with Lab
- ADDITIONAL GENERAL EDUCATION SELECTION
  - SPCH205 Public Speaking
- PERSONAL AND PROFESSIONAL DEVELOPMENT
  - CARD405 Career Development
  - COLL148 Critical Thinking and Problem-Solving

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1 Students enrolled at a New Jersey location take ENGL108 in lieu of this course.
2 Students enrolled at a Pennsylvania location must take HUMN101 as part of this requirement.
3 Students enrolled at a Nevada location must take POLI332 as part of this requirement or the General Education Option.
4 Students enrolled at a New Jersey location may take PHYS204 or SCI200 to fulfill this requirement.

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1 Students enrolled at a New Jersey location must take 55 semester-credit hours of general education coursework. Fifteen semester-credit hours of general education coursework may be applied to the Electives course area.