

# BUSINESS MANAGEMENT

Specialization: Marketing



## ABOUT THIS DEGREE PROGRAM

### EMPOWERING EMERGING MANAGERS AND TEAM LEADERS

This program is designed to support students seeking to sharpen their managerial skills for a broad range of industries and organizational situations. Coursework provides a foundation of managerial principles to help students develop their leadership potential and complement their operational experience. The curriculum explores essential business topics, provides opportunities to specialize and integrates elective courses enabling students to develop skills to drive organizational change, manage projects, and achieve strategic and operational objectives.

### 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 Business Management degree with a specialization in 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

### BUSINESS CORE

- Lead, manage and collaborate in diverse environments in physical and virtual settings
- Explore basic analytical methods for data creation, collection and utilization
- 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

- Develop fundamental competencies necessary to align financial decisions with operational goals
- Develop an understanding of cross-cultural leadership dynamics, strategies for managing diverse teams, and skills for effective communication and research
- Utilize core project management principles to create essential documents for effective communication

### 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 macro-environmental factors to develop and deploy effective international marketing strategies
- Understand the role brands play in the customer experience
- Explore current trends and technologies in marketing and their application

## QUICK FACTS

**122**  
CREDIT HOURS  
minimum credit hours  
required for graduation<sup>1</sup>

### 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](http://www.acbsp.org)), demonstrating that it meets standards of business education that promote teaching excellence.



<b>MINIMUM COMPLETION TIME*</b>	<b>OR</b>	<b>NORMAL COMPLETION TIME**</b>
<b>2 years 8 months</b>		<b>4 years</b>

### ACCELERATE ON YOUR SCHEDULE

Choose the schedule that best fits your goals and commitments. You can earn your **Bachelor's Degree** in as little as **2 years 8 months.\***

Or, follow a normal schedule and complete your program in 4 years.\*\*

\*Minimum completion time does not include breaks and assumes 3 semesters of year-round, full-time enrollment in 12-19 credit hours a semester per 12-month period.

\*\*Normal completion time includes breaks and assumes 2 semesters of enrollment in 12-19 credit hours per semester per 12-month-period.

<sup>1</sup> 125 for students enrolled at a Pennsylvania location.

# Business Management | Marketing

## ESSENTIALS

**40**  
CREDIT HOURS

### COMMUNICATION SKILLS

ENGL112 Composition  
ENGL135 Advanced Composition

#### Select one

SPCH275 Public Speaking  
SPCH276 Intercultural Communication ☺

### HUMANITIES

LAS432 Technology, Society, and Culture ☺

#### Select one

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

### SOCIAL SCIENCES

ECON312 Principles of Economics  
SOCS185<sup>1</sup> Culture and Society ☺

### MATHEMATICS AND NATURAL SCIENCES

MATH114 Algebra for College Students  
SCI228<sup>2</sup> Nutrition, Health and Wellness with Lab

#### Select one

MATH200 Quantitative Reasoning  
MATH221 Statistics for Decision-Making

### PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD405 Career Development  
COLL148 Critical Thinking and Problem-Solving

☺ This icon indicates Diversity, Equity & Inclusion Courses

## BUSINESS CORE

**21**  
CREDIT HOURS

### BUSINESS CORE

BIAM110 Introduction to Business Analytics  
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

#### Select one

ACCT207 Fundamentals of Accounting  
ACCT212 Financial Accounting

## PROGRAM

**35**  
CREDIT HOURS

### LEADERSHIP AND OPERATIONS

BUSN278 Budgeting and Forecasting  
BUSN369 International Business  
BUSN379 Finance  
LEAD335 Cross-Cultural Leadership  
MGMT410 Human Resource Management

#### Select one

MGMT404 Project Management  
PROJ404 Project Management for the Profession

### ANALYTICS<sup>5</sup>

Electives may be chosen from courses listed in the Course Descriptions section of the [Academic Catalog](#) provided they are not used to meet any other graduation requirements and prerequisites are met. The following suggested electives follow DeVry's TechPath and ensure students meet prerequisite requirements. Qualifying prior college coursework not meeting other program requirements may be applied toward the elective hours.

*Note: Students selecting the Accounting or Finance concentration must take ACCT360, Managerial Accounting.*

ACCT360 Managerial Accounting  
BUSN350 Business Analysis  
TECH408 Applied AI for Management and Technology

### SENIOR PROJECT

BUSN460 Senior Project

## SPECIALIZED

**27**  
CREDIT HOURS

### SALES AND MARKETING

MKTG310 Consumer Behavior  
MKTG340 Digital Marketing Fundamentals  
MKTG410 Advertising and Public Relations  
MKTG435 Marketing Research and Analytics  
MKTG445 Brand Management  
MKTG455 Current Topics in Marketing

#### One of

MKTG425 Personal Selling and Sales Management  
MKTG430 International Marketing  
SBE330 Creativity, Innovation and New Product Development

<sup>1</sup>Students enrolled at a Nevada location take POLI332.

<sup>2</sup>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.

## Get a Head Start on Your Master's Degree

### Take your degree to the next level with the Keller Credit Pathway

Eligible Bachelor's in Business Management students may save time and money by enrolling in **up to 3 graduate-level elective courses (9 credit hours)** helping to fast-track select Keller Graduate School of Management degrees.

For more information, refer to <https://www.devry.edu/d/keller-credit-pathway.pdf>

visit [DeVry.edu](https://www.devry.edu) | Call 888.DeVry.04