



Bachelor of Science

## Marketing & Sales

• CIP code 521401 • 120 credits

### Program Description

The Bachelor of Science in Marketing and Sales provides students with focused, relevant training in corporate sales, sales management, marketing, product placement, and branding. Our students learn both theory and dynamic applications directly from practicing professionals, many of whom are distinguished leaders in their field.

**Eight required courses** form the core of the sales and marketing curriculum, and include topics ranging from marketing and sales strategies, marketing communication practices, processing and evaluation of strategic data, customer relationship management, and effective product placement. In addition, students select 15 credits (5 courses) from the suite of management offerings, including; the history of management; theories of leadership; general economic theory; diversity issues in the workplace; oral presentation skills; accounting and financial management; human resource planning, and ethics.

**Final Project** — Students complete a culminating research project in sales and marketing related to their own personal and professional interests. Students demonstrate their mastery of marketing and sales content and methodology, and apply their academic experience to a learning project that interests and challenges them.

### Program Outcomes

Successful graduates will:

- Demonstrate essential skills in strategic marketing, sales planning, advertising, and public relations management.
- Create and apply effective professional communications.
- Recognize and assess effective human relations, teamwork, and negotiation strategies.
- Develop and employ practical digital media applications.
- Obtain a theoretical and practical understanding of business processes and organizational systems.
- Understand how to create work environments that foster diversity, corporate social responsibility, ethics, sustainability, and long-term growth.
- Assess and employ information systems, databases and Internet technology as marketing management tools.

### Careers and Further Study

Graduates of the sales and marketing degree program will be prepared for employment in a variety of sales/marketing-related capacities in corporate, for-profit, and non-profit organizations. Employment opportunities include but are not limited to corporate sales, general marketing, advertising, branding, digital media, and business communications. Graduates will possess a strong academic background to support graduate studies in sales, marketing, business, and management.

**Degree completion:** General education requirements may be satisfied by an associate's degree or 60 credits of prior courses that meet all general criteria for transfer; up to 90 credits may be accepted.

### General Education ..... 42 credits

LRN 175	Principles & Processes of Adult Learning	3
WRT 101	College Writing I	3
CTH 225	Foundations of Critical Thinking	3
MAT 101	College Math I	3
CMP 130	Introduction to Computer Applications	3
CMP 230	Information Literacy	3
WRT 102	College Writing II	3
MAT 102	College Math II	3

WRT 101-102 and MAT 101-102 may be waived if equivalent courses have been accepted in transfer. Credits will be replaced with open electives. WRT 201 required if both WRT 101-102 are waived; not required for students completing WRT 101-102 at Cambridge. WRT 090 and MAT 100 required if assessment indicates need.

<b>Arts &amp; Humanities</b>	6
<b>Natural &amp; Physical Sciences</b>	6
<b>Social Sciences</b>	6

### Open Electives ..... 36 credits

Choose electives and/or concentrations to support your academic interests and professional goals.

### Marketing & Sales Major ..... 42 credits

#### Core Requirements

BSM 200	Introduction to Business	3
BSM 205	Marketing	3
BSM 320	Operations Management	3
BSM 326	Strategies for Selling	3
BSM 327	Customer Relations Management	3
BSM 328	Marketing Communications	3
BSM 421	Digital Marketing	3
BSM 423	Business Analytics	3
BSM 424	Social Media Marketing	3
MAT 201	Statistics	3

#### Major Electives — choose three courses below ..... 9

BSM 203	Organizational Communication	3
BSM 204	Financial Accounting	3
BSM 300	Economics for Managers	3
BSM 315	Diversity in the Workplace	3
BSM 335	Human Resource Management	3
BSM 340	Managing Information Systems & Databases	3
BSM 439	Consumer Behavior	3
BSM 441	Business Ethics	3
BSM 442	Financial Management	3

#### Capstone

BSM 414	Strategic Management	3
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