

BACHELOR OF ARTS IN MARKETING
120 Credits, 120 Weeks or 8 Terms (15 weeks in length each)

Program Description

The bachelor of arts degree in marketing aims to develop the student to become a strategic marketing professional with the knowledge and tools needed to become successful marketers in today's global business environment. Our curriculum program is designed to utilize both theoretical concepts like brand management, consumer behavior, business to business marketing, understanding the use of business analytics in decision making, market automation, marketing research, service marketing, e-marketing, and real-world cases to develop skills in marketing decision making, problem-solving, marketing processes and situations, independent thinking, and appreciation of their own and other cultures. This degree is offered to students who pursue their careers in the marketing field in areas such as media coordinators, media buyers, market research, public relations, advertising sales, and product development.

Program Objective

The Marketing Program prepares students to become a link between the market and the organization, developing the capacity to identify consumer needs and translate them into tangible proposals of products and services, using the basic tools of Management and Marketing Fundamentals.

Program Outcome - Upon successful completion of the program, students will be able to:

- Examine key concepts and theories related to program content – utilizing critical thinking and academic writing skills.
- Assess the value of life-long learning.
- Write in a unified and coherent manner appropriate to the subject matter.
- Use appropriate sentence structure and vocabulary.
- Demonstrate knowledge in the areas of science, social sciences, arts and humanities, and basic subjects including mathematics, English, World history, and government.
- Identify the concepts of organizational behavior.
- Recognize ethical issues and translate ethical concepts into responsible behavior in a business environment.
- Examine program content in relation to ethical reasoning, social responsibility, global citizenship, and civic engagement.
- Incorporate diverse cultural perspectives into business decisions.
- Examine various theories relevant to the marketing professional working in a contemporary business environment.
- Identify the various social, legal, economic, ethical, and technological influences that affect the marketing field based on industry-specific research.
- Compare the ways in which the various social science disciplines of psychology, sociology, and anthropology impact consumer behavior in the marketplace.
- Identify the theoretical foundation and practical applications for helping organizations adapt their marketing and management strategies to succeed domestically and internationally.

BACHELOR OF ARTS IN MARKETING PROGRAM OUTLINE		
Course Number	Course Title	Credit Hours
Semester 1		
ENC1101	English Composition I*	3
SPC1600	Introduction to Public Speaking*	3
EVR1009	Environmental Science*	3
MAC1105	College Algebra*	3
PHI2600	Introduction to Ethics*	3
Semester 2		
ENC1102	English Composition II*	3
EUH1001	Western Civilization I*	3
BSC1005	General Biology*	3
HLP1081	Total Wellness*	3
STA2023	Statistics*	3
Semester 3		
AML2020	American Literature*	3
ECO2013	Principles of Macroeconomics*	3
GEB1011	Introduction to Business	3
ACG2001	Principles of Accounting I	3
MAR1011	Principles of Marketing	3
Semester 4		
ECO2023	Principles of Microeconomics*	3
MAR2141	International Marketing	3
MKA1511	Advertising	3
MKA2021	Business Management and Consumer Behavior Analysis	3
MKA2932	Marketing Management	3
Semester 5		
ACG2011	Principles of Accounting II	3
PSY2012	General Psychology*	3
WOH1001	World History*	3
FRE1121	French I	3
MAN3011	Distribution Channels	3
Semester 6		
MKT3022	Services Marketing	3
GEB2361	Global Business Strategy	3
MAR3042	Consumer Behavior	3
FIN2220	Finance	3
MKT3061	Business To Business Marketing	3
Semester 7		
MAN3071	Brand Management	3
MAN3081	Organizational Behavior	3
LDR3371	Leadership and Communication	3
MKT3081	Marketing Research	3
GEB3220	Negotiation	3
Semester 8		
MKT3082	E-Marketing	3
MAN3082	Business Management	3
GEB3520	Pricing and Profitability Decision Making	3
MAN4092	Promotion Management & Integrated Marketing Communications	3
MKT4900	Marketing Capstone	3
	TOTAL CREDITS:	120

General education classes are composed of **45 credits** and are those University-level courses designed to place emphasis on principles and theory rather than on practical applications associated with a vocational, occupational, or professional objective.

Subject to Change