

B.S. BUSINESS ADMINISTRATION - MARKETING MANAGEMENT/ MBA

Students in the Marketing Management concentration study the components of marketing structure and the modern concepts of marketing and related management concepts. Marketing involves understanding the development of new products or enhancement of existing products, the price of products, communication, and distribution of the products. Additionally, the legal environment, segmentation, management of marketing plans, the international market, consumer behavior, research, retailing, and advertising are studied.

In addition to the learning outcomes of the B.S. Business Administration degree, this concentration requires students to:

- Demonstrate knowledge of basic principles of marketing
- Demonstrate knowledge of the importance of global markets
- Apply statistical, problem solving and critical thinking skills

Students must also achieve the learning outcomes of the MBA degree.

Concentration in Marketing Management

BA 421	Integrated Marketing Communications Open Elective	Replaces	3
BA 422 or BA 375	Sales and Sales Management Supply Chain Management	Replaces Open Elective	3
BA 424	Marketing Research	Replaces Business-Related Elective	3
BA 425	Marketing Management Elective	Replaces Business-Related	3
BA 429	Competitive Intelligence	Replaces Open Elective	3
BA 437	International Marketing Elective	Replaces Business-Related	3
BA 475 or MC 322	E-Business and E-Commerce for Managers Social Media Marketing	Replaces Open Elective	3

Graduate Business Courses

BA 600	Research Methods in Business and Education	3
BA 605	Management Communications	3
BA 625	Global Strategic Management	3
BA 642	Leadership in Business and Professions	3
BA 643	Strategic Change Management	3
Select one of the following:		3
BA 621	Marketing Management	
BA 712	Strategic Marketing for Nonprofit Organizations	
BA 720	Advanced Sales and Marketing in Hospitality	
BA 754	Strategic Selling	
Graduate Business Electives		12
Total Hours		51

*** Credit may not be required for degree completion.