

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN MARKETING: MANAGEMENT TRACK

The Marketing Management track of the Marketing major focuses on the strategic planning and assessment of marketing as well as management of marketing, sales, advertising, and public relations personnel in a business or other organization.

Marketing revolves around the product or service of the business, promotion of the product, price at which it is sold, and how it is distributed to the customer. Professionals in marketing create and communicate marketing strategies, develop marketing campaigns, and work with sales teams to sell products. The Marketing major offers two tracks for students to specialize in based upon their career goals.

career opportunities

Marketing can be defined as being the intermediary function between product development and sales. There are many avenues in the field of marketing including advertising, public relations, media planning, sales strategy and more. Marketing professionals create, manage and enhance good, services and brands. The Marketing Management major at YSU prepares students for leadership positions in the field.

All business majors are strongly encouraged to complete internships. Internships are career-related work experiences that enable students to apply their knowledge and skills in an organizational setting. In the WCBA, internships that are approved for academic credit must be paid. Completing a career-related internship increases a student's job opportunities upon graduation.

student experiences

Marketing majors at Youngstown State University have the opportunity to build their leadership skills through various student organizations (http://www.yzu.edu/academics/williamson-college-business-administration/student-organizations-and-experiences) .

COURSE	TITLE	S.H.
GENERAL EDUCATION COURSES		
ENGL 1550	Writing 1	3
ENGL 1551	Writing 2	3
PHIL 2628	Business Ethics	3
CMST 1545	Communication Foundations	3
GE: Arts and Humanities		3
GE: Natural Science <small>One science course must include a lab</small>		7
GE: Social and Personal Awareness		6
BUSINESS TOOL COURSES		
Business Tool courses MUST be completed with a grade of a "C" or higher and CANNOT be taken Credit/No Credit.		
BUS 1500	Exploring Business	3
MATH 1552	Applied Mathematics for Management	4
ECON 2610	Principles 1: Microeconomics	3
ECON 2630	Principles 2: Macroeconomics	3
MGT 2604	Legal Environment of Business 1	3
ACCT 2602	Financial Accounting	3
ACCT 2603 & 2603L	Managerial Accounting and Managerial Accounting Spreadsheet Lab	4
ENGL 3742	Business Writing	3

ECON 3790	Statistics for Business and Economics	5
BUSINESS CORE COURSES		
To enroll in upper level business courses students must have successfully completed ENGL 1550, ENGL 1551, PHIL 2628, CMST 1545, all Business Tool course AND have a minimum 2.5 overall GPA.		
Upper level business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.		
BUS 3715	Principles of International Business	3
FIN 3720	Business Finance	3
MKTG 3702	Business Professionalism	1
MKTG 3703	Marketing Concepts and Practice	3
MGT 3725	Fundamentals of Management	3
MGT 3761	Management Information Systems	3
MGT 3789	Operations Management	3
MGT 4850	Strategic Management and Leadership	3
MARKETING MAJOR REQUIREMENTS		
MKTG 3720	Industrial Marketing <small>fall only</small>	3
MKTG 3726	Consumer Behavior	3
MKTG 3750	Product and Brand Management <small>spring term only</small>	3
MKTG 4815	Marketing Research and Analytics	3
MKTG 4825	Marketing Management	3
MARKETING UPPER LEVEL COURSES		
Select 6 SH of upper level MKTG or ADV courses		
BUSINESS UPPER LEVEL COURSES		12
Select 12 SH of upper level business courses (ADV, ACCT, ADV, BUS, ENT, MGT, MKTG)		
NON-BUSINESS ELECTIVES		6
Total Semester Hours		120

120 Hours for Degree

Course	Title	S.H.
Year 1		
Fall		
ENGL 1550	Writing 1	3
BUS 1500	Exploring Business	3
MATH 1552	Applied Mathematics for Management	4
ECON 2610	Principles 1: Microeconomics	3
CMST 1545	Communication Foundations	3
Semester Hours		16
Spring		
ENGL 1551	Writing 2	3
ECON 2630	Principles 2: Macroeconomics	3
MGT 2604	Legal Environment of Business 1	3
GE: Natural Science		3
GE: Arts & Humanities		3
Semester Hours		15
Year 2		
Fall		
ACCT 2602	Financial Accounting	3
PHIL 2628	Business Ethics	3
ENGL 3742	Business Writing	3
GE: Social & Personal Awareness		3
GE: Lab Science		4
Semester Hours		16

Spring		
ACCT 2603 & 2603L	Managerial Accounting and Managerial Accounting Spreadsheet Lab	4
ECON 3790	Statistics for Business and Economics	5
MKTG 3702	Business Professionalism	1
GE: Social & Personal Awareness		3
Semester Hours		13
Year 3		
Fall		
BUS 3715	Principles of International Business	3
FIN 3720	Business Finance	3
MKTG 3703	Marketing Concepts and Practice	3
MGT 3725	Fundamentals of Management	3
Upper Level Business Course		3
Semester Hours		15
Spring		
MKTG 3726	Consumer Behavior	3
MKTG 4815	Marketing Research and Analytics	3
MGT 3761	Management Information Systems	3
Upper Level Marketing Course		3
Upper Level Business Course		3
Semester Hours		15
Year 4		
Fall		
MGT 3789	Operations Management	3
MKTG 4825	Marketing Management	3
MKTG 3720	Industrial Marketing	3
Upper Level Business Course		3
Non-Business Elective		3
Semester Hours		15
Spring		
MGT 4850	Strategic Management and Leadership	3
MKTG 3750	Product and Brand Management	3
Upper Level Business Course		3
Upper Level Marketing/Advertising Course (internship recommended)		3
Non-Business Elective		3
Semester Hours		15
Total Semester Hours		120

ENGL 1550, ENGL 1551, Business Tool and upper level business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.

To enroll in upper level business courses students must have successfully completed ENGL 1550, ENGL 1551, PHIL 2628, CMST 1545, all Business Tool courses AND have a minimum 2.5 overall GPA.

Learning Outcomes

1. Students will demonstrate knowledge and understanding of the marketing mix.
2. Students will demonstrate effective business communication skills.
3. Students will be able to recognize, analyze, and solve marketing problems.