

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN MARKETING: SALES TRACK

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.

The sales track in Marketing prepares students for a career in professional, business-to-business selling. Careers in sales are some of the highest paid and most rewarding for new business graduates.

career opportunities

Marketing Sales managers direct an organizations' sales of goods, products, and/or services. Sales jobs can be found in virtually every industry including wholesale and retail trade, manufacturing, and services industries. Employment of Sales Managers is expected to grow significantly within the next 10 years as new organizations develop and existing organizations expand.

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		
Core Competencies		
ENGL 1550	Writing 1	3-4
	or ENGL 1549	Writing 1 with Support
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
Mathematics requirement		
Requirement met with MATH 1552 (required Business Tool Course)		
Knowledge Domains		
Arts and Humanities (6 s.h.)		
PHIL 2628	Business Ethics (required for major)	3
Arts and Humanities elective		
Natural Sciences (2 courses, 1 with lab) (6-7 s.h.)		
Social Science (6 s.h.)		
Requirement met with ECON 2610 and ECON 2630 (required Business Tool Courses)		
Social and Personal Awareness (6 s.h.)		
		6
First Year Experience		
Requirement met with BUS 1500 (required Business Tool Course)		
BUSINESS TOOL COURSES		
Business Tool courses must be completed with the 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

Student must have successfully completed ENGL 1550, ENGL 1551, PHIL 2628, CMST 1545, all Business Tool courses and have a minimum 2.5 cumulative GPA to enroll in upper level business courses.

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 SALES MAJOR COURSES

MKTG 3726	Consumer Behavior	3
MKTG 3740	Professional Selling	3
MKTG 3742	Organizational Purchasing	3
MKTG 3745	Sales and Account Management	3
MKTG 3747	Negotiations Concepts and Strategies	3
MKTG 4815	Marketing Research and Analytics	3
MKTG 4825	Marketing Management	3

BUSINESS UPPER LEVEL COURSES

Select 12 SH of upper level business courses (ACCT, ADV, BUS, ENT, FIN, MKTG, MGT). Students should consider at least one internship.

NON-BUSINESS COURSES	6
Total Semester Hours	120-121

Year 1

Fall		S.H.
ENGL 1550	Writing 1	3-4
	or ENGL 1549	or Writing 1 with Support
BUS 1500	Exploring Business	3
MATH 1552	Applied Mathematics for Management	4
CMST 1545	Communication Foundations	3
GE: Social and Personal Awareness		3
Semester Hours		16-17

Spring

ENGL 1551	Writing 2	3
MGT 2604	Legal Environment of Business 1	3
ECON 2610	Principles 1: Microeconomics	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

ECON 2630	Principles 2: Macroeconomics	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
MKTG 3740	Professional Selling	3
Semester Hours		15
Spring		
MKTG 3726	Consumer Behavior	3
MKTG 4815	Marketing Research and Analytics	3
MGT 3761	Management Information Systems	3
Business Upper Level Course		3
Business Upper Level Course		3
Semester Hours		15
Year 4		
Fall		
MGT 3789	Operations Management	3
MKTG 4825	Marketing Management	3
MKTG 3745	Sales and Account Management	3
MKTG 3742	Organizational Purchasing	3
		3
Semester Hours		15
Spring		
MGT 4850	Strategic Management and Leadership	3
MKTG 3747	Negotiations Concepts and Strategies	3
Business Upper Level Course (internship recommended)		3
Non-Business Course		3
Upper Level Business Elective		3
Semester Hours		15
Total Semester Hours		120-121

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 complete 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.