

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.ysu.edu/academics/williamson-college-business-administration/student-organizations-and-experiences/>).

COURSE	TITLE	S.H.
FIRST YEAR REQUIREMENT -STUDENT SUCCESS SEMINAR		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	
GENERAL EDUCATION		
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	Met through MATH 1552 (see Business Tool)	
Arts & Humanities (6 SH)	³ SH met through PHIL 2628 required course	
PHIL 2628	Business Ethics	3
Arts & Humanities Elective		3
Social Science (6 SH)	Met through ECON 2610 and ECON 2630 (see Business Tool)	
GE: Natural Science	One science course must include a lab	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

BUS 2600	Business Applications of Microsoft Excel	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	Managerial Accounting	3
ECON 3788	Statistics for Business and Economics 1	3
ENGL 3742	Business Writing	3

BUSINESS CORE COURSES

To enroll in upper level business courses students must have successfully completed ENGL 1549 or 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
BUS 3700	Business Analytics	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	3
MKTG 3726	Consumer Behavior	3
MKTG 3750	Product and Brand Management ^{spring term only}	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		9
Select 9 SH of upper level business courses (ADV, ACCT, ADV, BUS, ENT, MGT, MKTG)		

NON-BUSINESS ELECTIVES	5
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Total Semester Hours	120-122
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120 Hours for Degree

Year 1

Fall	S.H.	
YSU 1500	Success Seminar	1-2
or SS 1500	or Strong Start Success Seminar	
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 & Personal Awareness		3

Semester Hours	17-19
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Spring

ENGL 1551	Writing 2	3
MGT 2604	Legal Environment of Business 1	3
ECON 2610	Principles 1: Microeconomics	3
BUS 2600	Business Applications of Microsoft Excel	3
GE: Arts & Humanities		3

Semester Hours	15
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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: Natural Science		3

Semester Hours 15

Spring

ACCT 2603	Managerial Accounting	3
MKTG 3702	Business Professionalism	1
ECON 3788	Statistics for Business and Economics 1	3
MKTG 3703	Marketing Concepts and Practice	3
GE: Lab Science		4

Semester Hours 14

Year 3**Fall**

BUS 3715	Principles of International Business	3
MGT 3725	Fundamentals of Management	3
BUS 3700	Business Analytics	3
MKTG 3726	Consumer Behavior	3
GE: Social & Personal Awareness Course		3

Semester Hours 15

Spring

FIN 3720	Business Finance	3
MGT 3761	Management Information Systems	3
MKTG 3750	Product and Brand Management	3
Upper Level Marketing Course	<small>Internship Recommended</small>	3
Upper Level Business Course		3

Semester Hours 15

Year 4**Fall**

MGT 3789	Operations Management	3
MKTG 4815	Marketing Research and Analytics	3
MKTG 3720	Industrial Marketing	3
Upper Level Business Course		3
Non-Business Elective		2

Semester Hours 14

Spring

MGT 4850	Strategic Management and Leadership	3
MKTG 4825	Marketing Management	3
Upper Level Marketing/Advertising Course		3
Upper Level Business Course		3
Non-Business Elective		3

Semester Hours 15

Total Semester Hours 120-122

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.