

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN MARKETING ADVERTISING TRACK

Marketing Advertising Track allows students to understand the practice of producing information to promote the sale of products or services. Professionals in advertising create and communicate advertising strategies, develop advertising campaigns, and promote and sell products, services and brands.

Marketing Advertising Track majors at Youngstown State University take courses in basic public relations, marketing communication, creative strategies in IMC, Adobe Creative Cloud, consumer behavior, and marketing research.

CAREER OPPORTUNITIES

Marketing Advertising Track professionals are involved in creating campaigns to convince consumers to purchase or use certain products. Campaigns are launched through a variety of menus including television, billboards, and social media. The advertisements are created to enhance the public's perception and to get people excited about a product.

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 Advertising Track majors at Youngstown State University have the opportunity to build their leadership skills through various student various WCBA student organizations (<https://ysu.edu/academics/williamson-college-business-administration/student-leadership-organizations/>).

Learning Outcomes

- Students will demonstrate knowledge and understanding of marketing communication theories and concepts.
- Students will demonstrate effective marketing communication skills.
- Students will develop skills to recognize, analyze and solve marketing communication problems through critical thinking.
- Students will be able to apply learned knowledge and skills to develop a comprehensive integrated marketing communication campaign.

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 Business Ethics required for major	
PHIL 2628	Business Ethics	3
Arts and Humanities Elective		3

Natural Science	One science course must include a lab	7
Social Sciences (6 SH)	Met through ECON 2610 and ECON 2630 (see Business Tool)	
Social & Personal Awareness		6

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
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 REQUIREMENTS		
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 courses 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 take 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 ADVERTISING TRACK MAJOR REQUIREMENTS		
ADV 3710	Basic Public Relations	3
ADV 3711	Marketing Communications	3
ADV 3712	Creative Strategies in IMC	3
ADV 3720	Introduction to Adobe Creative Cloud	3
MKTG 3726	Consumer Behavior	3
MKTG 4815	Marketing Research and Analytics	3
MKTG 4825	Marketing Management	3

BUSINESS UPPER LEVEL COURSES		
Select 9 SH of ACCT, ADV, BUS, ECON, ENT, FIN, MGT, MKTG 3000-4000 level courses		
FREE ELECTIVES (5 SH)		5

Total Semester Hours 120-122

Year 1		
Fall		S.H.
YSU 1500	Success Seminar	1-2
or SS 1500	or Strong Start Success Seminar	
or HONR 1500	or Intro to Honors	
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

Semester Hours		14-16
Spring		
ENGL 1551	Writing 2	3

PHIL 2628	Business Ethics	3
BUS 2600	Business Applications of Microsoft Excel	3
ECON 2610	Principles 1: Microeconomics	3
GE: SPA		3
Semester Hours		15

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

Year 2**Fall**

ACCT 2602	Financial Accounting	3
ENGL 3742	Business Writing	3
MGT 2604	Legal Environment of Business 1	3
ECON 2630	Principles 2: Macroeconomics	3
GE: Lab Science		4
Semester Hours		16

Spring

ACCT 2603	Managerial Accounting	3
ECON 3788	Statistics for Business and Economics 1	3
MKTG 3702	Business Professionalism	1
ADV 3710	Basic Public Relations	3
GE: Social & Personal Awareness		3
GE: Arts & Humanities		3
Semester Hours		16

Year 3**Fall**

MGT 3725	Fundamentals of Management	3
ADV 3711	Marketing Communications	3
BUS 3700	Business Analytics	3
MKTG 3703	Marketing Concepts and Practice	3
GE: Natural Science		3
Semester Hours		15

Spring

FIN 3720	Business Finance	3
ADV 3712	Creative Strategies in IMC	3
MKTG 3726	Consumer Behavior	3
Upper Level Business Course	Internship Recommended	3
Free Electives		2
Semester Hours		14

Year 4**Fall**

MGT 3789	Operations Management	3
BUS 3715	Principles of International Business	3
MGT 3761	Management Information Systems	3
ADV 3720	Introduction to Adobe Creative Cloud	3
MKTG 4815	Marketing Research and Analytics	3
Semester Hours		15

Spring

MGT 4850	Strategic Management and Leadership	3
MKTG 4825	Marketing Management	3
Upper Level Business Course		3
Upper Level Business Course		3
Free Elective		3
Semester Hours		15

Total Semester Hours 120-122

ENGL 1550, ENGL 1551, Business Tool and upper level business courses (ACCT, ADV, BUS, ENT, FIN, MGT, MKTG) must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.