

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.yсу.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 <small>Met through MATH 1552 (see Business Tool)</small>		
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) (7 s.h.)		
Social Science (6 s.h.) <small>Met through ECON 2610 and ECON 2630 (see Business Tool)</small>		
Social and Personal Awareness (6 s.h.)		
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
ENGL 3742	Business Writing	3
ECON 3788	Statistics for Business and Economics 1	3

BUSINESS CORE COURSES

Student must have successfully completed ENGL 1549 or 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
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 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 9 SH of upper level business courses (ACCT, ADV, BUS, ENT, FIN, MKTG, MGT). Students should consider at least one internship.

NON-BUSINESS COURSES	5
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Total Semester Hours	120-122
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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
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Spring

ENGL 1551	Writing 2	3
PHIL 2628	Business Ethics	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		S.H.
ACCT 2602	Financial Accounting	3
MGT 2604	Legal Environment of Business 1	3
ENGL 3742	Business Writing	3

ECON 2630	Principles 2: Macroeconomics	3
GE: Lab Science		4
Semester Hours		16
Spring		
ACCT 2603	Managerial Accounting	3
MKTG 3702	Business Professionalism	1
MKTG 3703	Marketing Concepts and Practice	3
ECON 3788	Statistics for Business and Economics 1	3
GE: Natural Science		3
GE: SPA		3
Semester Hours		16
Year 3		
Fall		
BUS 3715	Principles of International Business	3
MGT 3725	Fundamentals of Management	3
BUS 3700	Business Analytics	3
MKTG 3740	Professional Selling	3
MKTG 3703	Marketing Concepts and Practice	3
Semester Hours		15
Spring		
MKTG 3726	Consumer Behavior	3
MGT 3761	Management Information Systems	3
FIN 3720	Business Finance	3
MKTG 3745	Sales and Account Management	3
Business Upper Level Course	<small>Internship Recommended</small>	3
Semester Hours		15
Year 4		
Fall		
MGT 3789	Operations Management	3
MKTG 4825	Marketing Management	3
MKTG 3742	Organizational Purchasing	3
MKTG 4815	Marketing Research and Analytics	3
GE: SPA		3
Semester Hours		15
Spring		
MGT 4850	Strategic Management and Leadership	3
MKTG 3747	Negotiations Concepts and Strategies	3
Business Upper Level Course		3
Business Upper Level Course		3
Non-Business Course		2
Semester Hours		14
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 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.