

BUSINESS ADMINISTRATION

Specialization: Sales and Marketing



ABOUT THIS DEGREE PROGRAM

BUSINESS CORE A FOUNDATION IN BUSINESS

CORE

This program features a series of essential Business Core courses to help build interdisciplinary skills critical to workplace success. These courses introduce students to

key disciplines that support business careers and cover concepts related to general business principles, including accounting, marketing, management and the analytic skills that inform business decision-making.

The Business Core coursework introduces students to contemporary workplace applications. In each course, the learning experience is enhanced through activities that help students apply the course material, while shaping future education and career choices.

A PROGRAM TO FUEL YOUR FUTURE

Prepare to build your career with essential business skills, while preparing for success in the dynamic fields of sales and marketing.

IS THIS PROGRAM FOR YOU?

Interested in sales, marketing and business? Then this program might be the right fit for you.

CAREER OPPORTUNITIES

Graduates of DeVry University's Business Administration program with a specialization in Sales and Marketing may consider, but are not limited to, the following careers:

- Advertising Manager
- Brand Manager
- Marketing Manager
- Marketing Research Analyst
- Digital Marketing Manager
- Email Marketing Specialist
- Industrial Buyer
- Social Media Marketing Manager

WHAT YOU'LL LEARN

ESSENTIALS

- Communicate methods and findings
- Collaborate in a dynamic work environment
- Solve complex problems
- Analyze business-related data
- Apply appropriate technologies

BUSINESS CORE

- Lead, manage and collaborate in diverse environments in physical and virtual settings
- Allocate financial and human resources, manage risk and analyze business opportunities
- Evaluate and solve complex business problems using numerical and qualitative data
- Use technology to develop business solutions to improve daily operations and long-term strategy

PROGRAM

- Produce financial statements using GAAP guidelines and use managerial analysis to budget for sales and costs
- Analyze financial and statistical data using spreadsheet and database software
- Apply marketing strategies for business products and services
- Apply basic project management techniques through project planning software

SPECIALIZED

- Analyze economical, psychological, cultural and other factors that affect consumer behaviors
- Managing a firm's online presence through digital marketing efforts of creating, managing and promoting an online identity
- Analyze the importance of maintaining media and public relations in PR efforts and how to effectively use relationship building, multiple media and consumer satisfaction in advertising efforts
- Ability to analyze macroenvironmental factors to develop and deploy effective international marketing strategies

QUICK FACTS

124
CREDIT HOURS
minimum credit hours
required for graduation^{1,2}

2 + 8
YEARS MONTHS
minimum length to graduation³

ACCREDITATION MATTERS



The Bachelor of Science in Business Administration degree has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it meets standards of business education that promote teaching excellence.

LEARN
FROM THOSE WHO
LEAD

LEARN FROM THOSE WHO LEAD

Our accomplished faculty of experienced educators is passionate about teaching and guiding students toward success. Shape and build your education with guidance from faculty who challenge you intellectually and provide insight into new learnings from their real-world knowledge and industry expertise.



MICROSOFT OFFICE PRODUCTIVITY TOOLS

To ensure you have a robust learning experience, as part of your program, you will use latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.

**DIVERSITY,
EQUITY &
INCLUSION**

BE AN ACTIVE PART OF AN INCLUSIVE FUTURE

Customize your curriculum by choosing Diversity, Equity and Inclusion (DE&I) course alternates for your Communication Skills, Humanities and Social Science courses. These options highlight relevant topics to help empower you to promote an inclusive workplace.

¹ 128 for students enrolled at a New Jersey location. ² 127 for students enrolled at a Pennsylvania location.

³ Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/online-programs.html>.

Business Administration | Sales and Marketing

ESSENTIALS

50
CREDIT HOURS

COMMUNICATION SKILLS

ENGL112¹ Composition
ENGL135 Advanced Composition
ENGL216 Technical Writing

Select one

SPCH275 Public Speaking
SPCH276 Intercultural Communication ☒

HUMANITIES

LAS432 Technology, Society, and Culture ☒

Select one

ETHC334 Diversity, Equity and Inclusion in the Workplace ☒
ETHC445 Principles of Ethics

Select one

HUMN303 Introduction to the Humanities
HUMN304 Multi-Ethnic Humanities ☒

SOCIAL SCIENCES

LAWS310² The Legal Environment
SOCS185 Culture and Society ☒

Select one

SOCS325 Environmental Sociology
SOCS350 Cultural Diversity in the Professions ☒

MATHEMATICS AND NATURAL SCIENCES

MATH114 Algebra for College Students
SCI228 Nutrition, Health and Wellness with Lab

*Select one*³

MATH200 Quantitative Reasoning
MATH221 Statistics for Decision-Making

PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD405 Career Development
COLL148 Critical Thinking and Problem-Solving

☒ This icon indicates Diversity, Equity & Inclusion Courses

BUSINESS CORE

18
CREDIT HOURS

BUSINESS CORE⁴

BIS155 Data Analysis with Spreadsheets with Lab
BUSN115 Introduction to Business and Technology
BUSN319 Marketing
COMP100 Computer Applications for Business with Lab
MGMT303 Principles of Management

*Select one*⁵

ACCT207 Fundamentals of Accounting
ACCT212 Financial Accounting

PROGRAM

29
CREDIT HOURS

FINANCE AND MANAGEMENT

ACCT360 Managerial Accounting
BIAM110 Introduction to Business Analytics
BUSN379 Finance
ECON312 Principles of Economics
*Select one*⁶
MGMT404 Project Management
PROJ404 Project Management for the Profession

ELECTIVES⁷

Two of

BUSN350 Business Analysis
CEIS110 Introduction to Programming
LEAD150 Leadership and Facilitating Change
LEAD200 Communication for a Diverse Workplace
MGMT408 Management of Technology Resources

One of

BUSN278 Budgeting and Forecasting
LEAD335 Cross-Cultural Leadership
SEC310 Principles and Theory of Security Management

SENIOR PROJECT

BUSN460 Senior Project

SPECIALIZED

27
CREDIT HOURS

SALES AND MARKETING

MKTG310 Consumer Behavior
MKTG320 Market Research
MKTG340 Digital Marketing Fundamentals
MKTG410 Advertising and Public Relations
MKTG425 Personal Selling and Sales Management
MKTG430 International Marketing
SBE330 Creativity, Innovation and New Product Development

¹ Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

² Students enrolled at a Nevada location must take POLI332 in lieu of this requirement.

³ Students selecting the Business Intelligence and Analytics Management major/concentration must take MATH221.

⁴ Students enrolled at a New Jersey location must also take the following to fulfill this requirement: BUSN369; BUSN412; GSCM206.

⁵ Students selecting the Accounting or Finance major/concentration must take ACCT212.

⁶ Students selecting the Project Management major/concentration must take PROJ404.

⁷ Students selecting the Accounting concentration who are interested in sitting for the CPA exam in Texas completing ACCT434, ACCT404 and MGMT330 as elective course options. Successful completion of topics presented in these courses in required to sit for the CPA exam in Texas. Additional requirements also apply to students wishing to sit for the CPA exam; students should check with the Texas Board of Public Accountancy for details.

visit [DeVry.edu](https://www.devry.edu) | Call 888.DeVry.04

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), www.hlcommission.org. The University's Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 1400 Crystal Dr., Ste. 120, Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the [Tennessee Higher Education Commission](http://www.tn.gov). Naperville Campus: 1200 E. Diehl Rd., Naperville, IL 60563. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program.