# Marketing

## Bachelor of Science Degree (B.S.)

## Course Requirements

**MAJOR COURSES**

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Qtr. hrs. credit</th>
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<tr>
<td>MKT220</td>
<td>Principles of Marketing</td>
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<tr>
<td>MKT233</td>
<td>Integrated Marketing Communications</td>
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<tr>
<td>MKT241</td>
<td>Consumer Behavior</td>
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<td>MKT245</td>
<td>Professional Selling and Sales Management</td>
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**MKT220 Principles of Marketing**

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**MKT233 Integrated Marketing Communications**

Provides an introduction to the concepts of integrated marketing communications. Examines the characteristics of the individual communications options and explores the benefits of their integration.

Prerequisite: MKT220

**MKT241 Consumer Behavior**

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

**MKT245 Professional Selling and Sales Management**

Provides students with an understanding of the principles and techniques necessary to sell a product,
service, or idea. Students develop written and oral presentation skills by developing communication pieces, such as sales letters and sales presentations. Students also develop plans to manage sales associates.

Prerequisite: MKT220

**MKT390 Market Research**

Provides an in-depth review of the marketing research function in a contemporary business environment. Students discuss the various methods employed to collect, evaluate, and interpret marketing information in order to make more effective marketing decisions.

Prerequisites: MAT215, MKT220

**MKT410 New Product Development**

Identifies the various steps through which new products are developed (idea generation, concept development and testing, marketing strategy, business analysis, development, testing, and commercialization). Emphasizes activities through which cost estimates become budgets, prototypes become products, and sales plans become sales calls.

Prerequisite: MKT390

**MKT442 Strategic Marketing Management**

Focuses on the long-term implications of strategic market planning, including analysis of marketing opportunities, development of marketing strategies, shaping of marketing offers, and the management and delivery of marketing programs.

Prerequisites: MGT220, MKT220

**IBS230 International Marketing**

An introduction to the various concepts of marketing in an international setting. Addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing.
management and strategies.
Prerequisites: IBS201, MKT220

Marketing Electives* 12

BUSINESS COURSES

ACC110 Fundamentals of Accounting for Managers 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

ACC113 Managerial Accounting 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.
Prerequisite: ACC110 or ACC112

BUS100 Business Organization and Management 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

BUS226 Career Management Seminar 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.
**BUS231 Business Law I**  
4  
Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS250 Computer Applications in Business**  
2  
An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.  
Prerequisites: BUS100, CIS115

**BUS265 Business Communication**  
4  
Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

**BUS483 Internship**  
4  
Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.  
Prerequisites: BUS226 and departmental approval

**FIN301 Principles of Finance I**  
4  
Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.
Prerequisite: ACC113

**IBS201 International Business** 4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

**MGT220 Principles of Management** 4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager’s role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College’s computer framework, which includes Blackboard, content collection, and portfolio development.

**LIBERAL ARTS COURSES**

**ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.
ENG106 Writing Through Literature 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

ENG115 Public Speaking 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG105

MAT210 Finite Mathematics 4

Students gain an introduction to solving problems by using geometric approaches, algebraic approaches, and technology. Topics include linear functions, systems of linear equations, matrices, linear programming, and using mathematics in finance.

MAT215 Statistics I 4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

SOC201 Macroeconomics 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today’s world.
Prerequisite: MAT210 or MAT211

**SOC202 Microeconomics**

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisite: MAT210 or MAT211

**SOC225 Psychology**

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives 12
Mathematics/Science Electives 12
Social Science Electives 12
Liberal Arts Electives 12

**Generation Education Core Humanities Elective** 4
**General Education Core Mathematics/Science Elective** 4
**General Education Core Social Science Elective** 4

**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

*8 Marketing elective credits must be at the 300/400 level.

**24 Liberal Arts credits must be at the 300/400 level.**
Program Statistics