

# MARKETING, BSM

**Degree:** Bachelor of Science in Management (BSM)

**Major:** Marketing

## Program Overview

Graduates of the BS in Management degree program obtain a broad education that enables them to bring an unusual degree of analytical capability to the problems of management and business. Each student is required to complete an approved major program of study from the options outlined below. In addition, each student must consult with an advisor in the Office of Undergraduate and Integrated Study Programs at Weatherhead.

## Learning Outcomes

- Students are competent analysts.
- Students are effective at quantitative reasoning.
- Students are effective communicators.
- As team members, students exhibit traits essential for high performing teams.
- Students are experienced in applying business knowledge and skills.

## Undergraduate Policies

For undergraduate policies and procedures, please review the Office of Undergraduate Studies section of the General Bulletin.

## Accelerated Master's Programs

Undergraduate students may participate in accelerated programs toward graduate or professional degrees. For more information and details of the policies and procedures related to accelerated studies, please visit the Office of Undergraduate Studies section of the General Bulletin.

## Program Requirements

Students seeking to complete this major and degree program must meet the general requirements for bachelor's degrees and the general requirements of the Weatherhead School of Management. Students completing this program as a secondary major while completing another undergraduate degree program do not need to satisfy the latter set of requirements.

Students who desire a *Secondary Major* in Marketing should consult with a Weatherhead academic advisor.

## General Education Requirements

Code	Title	Hours
<b>SAGES Requirements</b>		
	First Seminar	4
	Two University Seminars	6
	Departmental Seminars - taken as MGMT 395, see Core Requirements	
	Senior Capstone ‡	3-6
<b>Breadth Requirements</b>		
	Mathematical Sciences Part 1	4

MATH 125	Math and Calculus Applications for Life, Managerial, and Social Sci I or MATH 121 Calculus for Science and Engineering I	
Mathematical Sciences Part 2		3-4
DESN 210	Introduction to Programming for Business Applications or CSDS 132 Programming in Java or ENGR 131 Elementary Computer Programming or MATH 122 Calculus for Science and Engineering II or MATH 123 Math and Calculus Applications for Life, Managerial, and Social Sci II	
Two Natural Sciences Courses		6-8
Two Arts & Humanities Courses		6-8
Two Social Sciences Courses		6
<b>Total Hours</b>		<b>38-46</b>

## Degree Requirements

Code	Title	Hours
<b>Principles Requirements</b>		
ACCT 100	Foundations of Accounting I	3
ACCT 200	Foundations of Accounting II	3
ECON 102	Principles of Microeconomics	3
ECON 103	Principles of Macroeconomics	3
OPRE 207	Statistics for Business and Management Science I	3
<b>Core Requirements</b>		
BAFI 355	Corporate Finance	3
MGMT 201	Contemporary Business and Communication	3
MIDS 301	Introduction to Information: A Systems and Design Approach	3
MKMR 201	Marketing Management	3
OPRE 301	Operations Research and Supply Chain Management	3
ORBH 250	Leading People (LEAD I)	3
ORBH 251	Leading Organizations (LEAD II)	3
PLCY 399	Business Policy	3
MGMT 395	Advanced Seminar *	3
<b>Open Electives</b>		
Electives		15-24
<b>Total Hours</b>		<b>57-66</b>

## Major Requirements

Code	Title	Hours
<b>Required Courses</b>		
MKMR 304	Brand Management	3
MKMR 308	Measuring Marketing Performance	3
MKMR 310	Marketing Analytics	3
MKMR 311	Customer Relationship Management	3
MKMR 312	Selling and Sales Management	3
MKMR 348	Strategic Internet Marketing	3
<b>Total Hours</b>		<b>18</b>

## Sample Plan of Study

### First Year

Fall		Hours
SAGES First Seminar		4
MATH 125	Math and Calculus Applications for Life, Managerial, and Social Sci I	4
ACCT 100	Foundations of Accounting I	3
ECON 102	Principles of Microeconomics	3
Arts & Humanities		3
PHED		
<b>Hours</b>		<b>17</b>

### Spring

SAGES University Seminar		3
ACCT 200	Foundations of Accounting II	3
ECON 103	Principles of Macroeconomics	3
MGMT 201	Contemporary Business and Communication	3
Social Sciences		3
PHED		
<b>Hours</b>		<b>15</b>

### Second Year

Fall		Hours
SAGES University Seminar		3
OPRE 207	Statistics for Business and Management Science I	3
BAFI 355	Corporate Finance	3
ORBH 250	Leading People (LEAD I)	3
Natural Sciences		3
<b>Hours</b>		<b>15</b>

### Spring

DESN 210	Introduction to Programming for Business Applications	3
MKMR 201	Marketing Management	3
ORBH 251	Leading Organizations (LEAD II)	3
Arts & Humanities		3
Natural Sciences		3
<b>Hours</b>		<b>15</b>

### Third Year

Fall		Hours
Weatherhead Major		3
Weatherhead Major		3
Weatherhead Major		3
Social Sciences		3
Elective		3
<b>Hours</b>		<b>15</b>

### Spring

Weatherhead Major		3
Weatherhead Major		3
MGMT 395	Advanced Seminar	1
MIDS 301	Introduction to Information: A Systems and Design Approach	3

OPRE 301	Operations Research and Supply Chain Management	3
Elective		3
<b>Hours</b>		<b>16</b>

### Fourth Year

Fall		Hours
Weatherhead Major		3
MGMT 395	Advanced Seminar	1
MGMT 398	Action Learning	6
Elective		3
Elective		3
<b>Hours</b>		<b>16</b>

### Spring

PLCY 399	Business Policy	3
MGMT 395	Advanced Seminar	1
Elective		3
Elective		3
Elective		3
<b>Hours</b>		<b>13</b>
<b>Total Hours</b>		<b>122</b>