MARKETING (BS)

Innovation and Entrepreneurship

The BS degree in Marketing prepares students for one of the most exciting and vital areas in any enterprise. Marketing includes activities like marketing research and analytics, branding, customer relationship management, social and other communication strategies, professional sales, and much more. Marketers help define an organization’s mission and then develop and implement plans to achieve strategic goals. Course in this degree program provide necessary qualitative and quantitative skills to be successful in careers throughout the business spectrum. In addition to the Marketing courses, students are encouraged to grow profession skills by participating in marketing internships, advanced marketing projects, and membership in the student organization Marketing at Plymouth State (MAPS) affiliated with the American Marketing Association. Marketing majors may choose one of two options: Professional Sales or Strategic Marketing. All baccalaureate business degree programs are nationally accredited by the Association of Collegiate Business Schools and Programs.

Degree Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Major Requirements</strong></td>
<td></td>
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</tr>
<tr>
<td>BU 1100</td>
<td>Business Computer Applications (TECO)</td>
<td>3</td>
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<tr>
<td>BU 1152</td>
<td>Financial Accounting</td>
<td>3</td>
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<tr>
<td>BU 2262</td>
<td>Management Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BU 2290</td>
<td>Organizational Communications (WRCO)</td>
<td>3</td>
</tr>
<tr>
<td>BU 2450</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BU 2480</td>
<td>Business Law I</td>
<td>3</td>
</tr>
<tr>
<td>BU 3210</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>BU 3240</td>
<td>Information Technology</td>
<td>3</td>
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<tr>
<td>BU 3280</td>
<td>Professional Selling Skills I</td>
<td>3</td>
</tr>
<tr>
<td>BU 3300</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>BU 3340</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>BU 3360</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>BU 3420</td>
<td>Organizational Behavior (DICO)</td>
<td>3</td>
</tr>
<tr>
<td>BU 4220</td>
<td>Strategic Management (INCO,INCP)</td>
<td>3</td>
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<tr>
<td>BU 4250</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>EC 2550</td>
<td>Macroeconomics (GACO)</td>
<td>3</td>
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<td>EC 2560</td>
<td>Microeconomics</td>
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<tr>
<td><strong>Mathematics Foundations</strong></td>
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<td>Complete one course from the following:</td>
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<tr>
<td>MA 2200</td>
<td>Finite Mathematics (QRCO)</td>
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<tr>
<td>MA 2490</td>
<td>Applied Calculus I (QRCO)</td>
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<td>MA 2550</td>
<td>Calculus I (QRCO)</td>
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<tr>
<td><strong>Quantitative Reasoning in the Discipline Connection</strong></td>
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<tr>
<td>BU 2240</td>
<td>Business Statistics (QRCO)</td>
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<tr>
<td>or MA 2300</td>
<td>Statistics I (QRCO)</td>
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<td><strong>General Education (<a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a>)</strong></td>
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<tr>
<td>EN 1400</td>
<td>Composition</td>
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<tr>
<td>IS 1115</td>
<td>Tackling a Wicked Problem</td>
<td>4</td>
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<tr>
<td><strong>Electives</strong></td>
<td>23-24</td>
<td></td>
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<tr>
<td><strong>Option Requirements</strong></td>
<td>9</td>
<td></td>
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<tr>
<td>Complete one course from the following required options:</td>
<td></td>
<td></td>
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<tr>
<td>Professional Sales</td>
<td></td>
<td></td>
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<tr>
<td>Strategic Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td>120</td>
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</tr>
</tbody>
</table>

1 Directions should total 20 credits (unless the major has a waiver for a specific Direction).

Professional Sales Option of BS Marketing

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Option Requirements</strong></td>
<td>3-4</td>
<td></td>
</tr>
<tr>
<td>BU 3290</td>
<td>Professional Selling Skills II</td>
<td></td>
</tr>
<tr>
<td>BU 4330</td>
<td>Sales Management</td>
<td></td>
</tr>
<tr>
<td><strong>Professional Sales Elective</strong></td>
<td>3-4</td>
<td></td>
</tr>
<tr>
<td>Complete one course from the following:</td>
<td></td>
<td></td>
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<tr>
<td>BU 3040</td>
<td>Special Topics in Marketing (three credit offering only)</td>
<td></td>
</tr>
<tr>
<td>BU 3350</td>
<td>Event Marketing</td>
<td></td>
</tr>
<tr>
<td>BU 3370</td>
<td>Branding and Marketing Communication</td>
<td></td>
</tr>
<tr>
<td>BU 3485</td>
<td>Digital Marketing</td>
<td></td>
</tr>
<tr>
<td>BU 4440</td>
<td>Global Marketing</td>
<td></td>
</tr>
</tbody>
</table>
| BU 4620  | Business Internship 

1 Total Credits
The maximum of three credits for the Professional Sales Elective may be accumulated in any combinations of one to three credits internships. Internship credits in excess of three credits count as free electives toward the credits required for graduation.

### Strategic Marketing Option of BS Marketing

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU 3370</td>
<td>Branding and Marketing Communication</td>
<td>3</td>
</tr>
<tr>
<td>BU 4440</td>
<td>Global Marketing</td>
<td>3</td>
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</table>

#### Strategic Marketing Elective

Complete one course from the following: 3-4

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU 3040</td>
<td>Special Topics in Marketing (three credit offering only)</td>
</tr>
<tr>
<td>BU 3100</td>
<td>Financial Modeling</td>
</tr>
<tr>
<td>BU 3350</td>
<td>Event Marketing</td>
</tr>
<tr>
<td>BU 3380</td>
<td>Business Innovation</td>
</tr>
<tr>
<td>BU 3450</td>
<td>Sports Marketing</td>
</tr>
<tr>
<td>BU 3460</td>
<td>Small Business/Entrepreneurship Marketing and Operations</td>
</tr>
<tr>
<td>BU 3485</td>
<td>Digital Marketing</td>
</tr>
<tr>
<td>BU 3600</td>
<td>Introduction to Public Relations</td>
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<tr>
<td>BU 4620</td>
<td>Business Internship ^1</td>
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<tr>
<td>BU 4910</td>
<td>Independent Study (three credit offering only)</td>
</tr>
<tr>
<td>EC 3580</td>
<td>Managerial Statistics</td>
</tr>
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</table>

Total Credits 9-10

The maximum of three credits for the Strategic Marketing Elective may be accumulated in any combinations of one to three credits internships. Internship credits in excess of three credits count as free electives toward the credits required for graduation.

### Recommended Course Sequence

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

To complete the bachelor's degree in 4 years, you must successfully complete a minimum of 15 credits each semester or have a plan to make up credits over the course of the 4 years. For example, if you take 14 credits one semester, you need to take 16 credits in another semester. Credits completed must count toward your program requirements (major, option, minor, certificate, general education or free electives).

### Required Options in this Major

Complete one option

#### Professional Sales Option of BS Marketing

Marketing, Professional Sales Option majors should take their required courses in the following order.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BU 3040</td>
<td>Special Topics in Marketing (three credit offering only)</td>
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<tr>
<td>BU 3370</td>
<td>Branding and Marketing Communication</td>
<td></td>
</tr>
<tr>
<td>BU 3440</td>
<td>Global Marketing</td>
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</tr>
<tr>
<td>BU 4620</td>
<td>Business Internship ^2</td>
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</table>

Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ^3

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^1 The maximum of three credits for the Professional Sales Elective may be accumulated in any combinations of one to three credits internships. Internship credits in excess of three credits count as free electives toward the credits required for graduation.

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^2 The maximum of three credits for the Strategic Marketing Elective may be accumulated in any combinations of one to three credits internships. Internship credits in excess of three credits count as free electives toward the credits required for graduation.

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^3 Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/)
### Strategic Marketing Option of BS Marketing

Marketing, Professional Sales Option majors should take their required courses in the following order.

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td><strong>Year One</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EN 1400</td>
<td>Composition</td>
<td>4</td>
</tr>
<tr>
<td>IS 1115</td>
<td>Tackling a Wicked Problem</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Complete one Mathematics Foundations Course from the following:</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MA 2200 Finite Mathematics (QRCO)</td>
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</tr>
<tr>
<td></td>
<td>MA 2490 Applied Calculus I (QRCO)</td>
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<td>MA 2550 Calculus I (QRCO)</td>
<td></td>
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<td></td>
<td>BU 1100 Business Computer Applications (TECO)</td>
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<td>BU 1152 Financial Accounting</td>
<td>3</td>
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<td></td>
<td>BU 2450 Principles of Marketing</td>
<td>3</td>
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<tr>
<td></td>
<td>BU 2480 Business Law I</td>
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<tr>
<td></td>
<td><strong>Credits</strong></td>
<td><strong>29-33</strong></td>
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<tr>
<td><strong>Year Two</strong></td>
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<td></td>
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<tr>
<td>BU 2262</td>
<td>Management Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BU 2290</td>
<td>Organizational Communications (WRCO)</td>
<td>3</td>
</tr>
<tr>
<td>EC 2560</td>
<td>Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>EC 2550</td>
<td>Macroeconomics (GACO)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Credits</strong></td>
<td><strong>26-35</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits</strong></td>
<td><strong>120</strong></td>
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</tbody>
</table>

1. Required for the Option
2. The maximum of three credits for the Professional Sales Elective may be accumulated in any combinations of one to three credits internships. Internship credits in excess of three credits count as free electives toward the credits required for graduation.
3. Directions should total 20 credits (unless the major has a waiver for a specific Direction).
Required for the Option

The maximum of three credits for the Strategic Marketing Elective may be accumulated in any combinations of one to three credits internships. Internship credits in excess of three credits count as free electives toward the credits required for graduation.

Directions should total 20 credits (unless the major has a waiver for a specific Direction).