

Bachelor of Science in Business with a Concentration in Marketing

The Bachelor of Science in Business (BSB) undergraduate degree program is designed to prepare graduates with the requisite knowledge, skills, and values to effectively apply various business principles and tools in an organizational setting. The BSB foundation is designed to bridge the gap between theory and practical application, while examining the areas of accounting, critical thinking and decision-making, finance, business law, management, marketing, organizational behavior, research and evaluation, and technology. Students are required to demonstrate a comprehensive understanding of the undergraduate business curricula through an integrated topics course.

The Marketing Concentration addresses how to identify customer needs, how to communicate information about products and services to customers and potential customers, where to market, the pricing of products and services, and how to respond to growing demands in different countries and cultures. The marketing concentration builds upon the foundational marketing course, which allows further study in the areas of consumer behavior, advertising, marketing research, public relations, and international marketing. Marketing managers need creative, analytical, and leadership abilities to manage the marketing function of the business enterprise.

In the Marketing Concentration, 18 credit hours are required. Students must successfully complete three required courses: MKT/438 (Public Relations), MKT/441 (Marketing Research) and MKT/498 (Integrated Marketing Strategies). Students must also complete three additional business elective courses (9-credit hours) within the Marketing concentration. All courses in the marketing concentration have prerequisite requirements, specifically MKT/421 (Marketing). In addition to the required course of study, students must satisfy General Education and Elective requirements to meet the 120 (124 for Kansas) semester-credit minimums required for completion of the degree.

Business Foundation

GEN 300*

Skills for Professional Development

This course examines the skills necessary for successful critical thinking, teamwork, research, and communication. The course is designed to aid adult learners in acquiring and improving the core competencies that are necessary at the University of Phoenix. Students will examine their reasons for returning to school, and develop strategies for achieving educational goals in school, work, and personal settings. Students will also be introduced to the University library and learn how to access its resources successfully. (3 credits)

*For flexibility in scheduling, campuses are permitted to schedule GEN/200 to satisfy GEN/300 requirements.

ECO 212

Principles of Economics

This course introduces the fundamental theories of microeconomics and macroeconomics. The economic principles studied in this course apply to everyday life as students research an industry, debate issues with trade agreements, discuss the effects of a shift in labor supply and demand, and discuss the strengths and weaknesses of the Consumer Price Index calculation. In particular, students research an industry affected by the economy and perform an economic analysis of the chosen industry. (3 credits) Prerequisite: GEN 300.

BIS 219

Business Information Systems

This course provides an overview of Business Information Systems. This includes a broad foundation for both technical and non-technical business professionals. Special emphasis is placed on how information is used by different types of businesses across different industries. (3 credits) Prerequisite: GEN 300.

MGT 216

Organizational Ethics and Social Responsibility

This course provides a foundational perspective for socially responsible management practices in business. Special emphasis is placed on the inter-related nature of ethics, moral, legal, and social issues in managing individuals, groups, and the organization within a business environment. (3 credits) Prerequisite: GEN 300.

ACC 280

Principles of Accounting

This course covers the fundamentals of financial accounting as well as the identification, measurement, and reporting of the financial effects of economic events on the enterprise. Financial information is examined from the perspective of effective management decision making with special emphasis on the planning and controlling responsibilities of practicing managers. (3 credits) Prerequisites: GEN 300 and MTH 209.

COM 285

Business Communications

This course introduces students to the foundations of communication in a business setting. Students are exposed to various topics related to interpersonal and group communication within the context of applications in an office or virtual office setting. Students will develop skills in the forms of written communication, including memos, emails, business letters, and reports. Communication ethics and cross-cultural communications are also explored. Upon completing the course, students will have an awareness of their personal communication style and be able to identify areas for further exploration of communication as a business skill. (3 credits) Prerequisite: GEN 300.

MGT 330

Management: Theory, Practice, and Application

This course explores the rich field of management in theory and practice, and as both a science and an art. The course also addresses the role of managers in the current world of rapid change, increased competitive forces, and increased expectations for the successful performance of employees and organizations. The focus is on some of the ways and means of achieving desired goals. The student will leave this course with a solid background in the nature and work of management and managers. Applications of concepts to current workplace issues will be stressed. (3 credits) Prerequisite: GEN 300.

MGT 307

Organizational Behavior and Group Dynamics

This course in organizational behavior encompasses the study of individual and group behavior in organizational settings. Emphasis is placed on strategic elements of organizational behavior, workforce diversity, managing change, effective communication, and performance systems. A comprehensive review of these processes, as well as others, will allow students to examine their role in organizations. (3 credits) Prerequisite: GEN 300.

MGT 350

Critical Thinking: Strategies in Decision Making

This course provides students opportunities for analysis, synthesis, prescription, and application of critical thinking and decision making within the organization. Emphasis is placed on preparing managers who can deal clearly, rationally, and creatively with a diverse workforce and dynamic workplace. This course equips students with concrete skills in critical thinking and decision making that will allow them to identify and solve organizational problems, as well as provide strategic direction. (3 credits) Prerequisite: GEN 300.

RES 341

Research and Evaluation I

This course integrates applied business research and descriptive statistics. Examination of the role of statistics in research, statistical terminology, the appropriate use of statistical techniques and interpretation of statistical findings in business and research will be the primary focus. (3 credits) Prerequisites: GEN 300 and MTH 209.

RES 342

Research and Evaluation II

This course integrates applied business research and descriptive statistics. Examination of the role of statistics in research, statistical terminology, the appropriate use of statistical techniques and interpretation of statistical findings in business and research will be the primary focus. (3 credits) Prerequisites: GEN 300, MTH 209, and RES 341.

FIN 370

Finance for Business

This course introduces the student to the essential elements of finance for business. Emphasis is placed on financial management, financial markets, and the tools, techniques, and methodologies used in making financial decisions. Topics include: Financial planning, working capital management, capital budgeting, long term financing, and international finance. (3 credits) Prerequisites: GEN 300, MTH 209, and ACC 280.

BUS 415

Business Law

This course examines, analyzes, and applies to the modern business environment the nature, formation and system of law in the United States. (3 credits) Prerequisites: GEN 300 and MGT 350.

MKT 421

Marketing

This course involves an integrated analysis of the role of marketing within the total organization. Specific attention is given to the analysis of factors affecting consumer behavior, the identification of marketing variables, the development and use of marketing strategies, and the discussion of international marketing issues. (3 credits) Prerequisites: GEN 300, MTH 209, COMM 215, MGT 216, MGT 350, and FIN 370.

BUS 475

Integrated Business Topics

The integrated business topics course examines strategic business management while integrating topics from previously completed business foundation coursework. This allows students to demonstrate a comprehensive understanding of the undergraduate business curricula with a significant emphasis placed on the assessment of individual outcomes to determine content mastery. (3 credits) Prerequisites: GEN 300, MTH 209, COMM 215, MGT 330, MGT 350, MGT 307, RES 341, RES 342, FIN 370, MKT 421, ECO 212, BIS 219, MGT 216, COM 285, ACC 280, and BUS 415.

Marketing concentration

MKT 438

Public Relations

This course provides an introduction to the field of public relations. Areas covered are media relations; promotion; tools used in developing public relations and publicity, and improving customer satisfaction; relationship-building strategies; and ethics and public relations. (3 credits) Prerequisites: GEN 300 and MKT 421.

MKT 441

Marketing Research

This course covers basic research methodology applied to marketing issues. Students study methods and techniques for collection, analysis, and interpretation of primary and secondary data for customer and business marketing. (3 credits) Prerequisites: GEN 300 and MKT 421.

MKT 498

Integrated Marketing Strategies

This course provides students with an in-depth study of Integrated Marketing Communications (IMC). Emphasis will be placed on the strategic roles and integration of marketing communication tools including advertising, public relations, sales, promotion, event management, media selection, and marketing management. (3 credits) Prerequisites: GEN 300, MKT 421, MKT, 441, MKT, 438, and three additional classes from marketing concentration electives.

Marketing concentration electives (Choose 9 credits from the following)

MKT 411

Green Marketing

This course applies the principles of sustainability and the philosophy of being environmentally green to the area of marketing. Special emphasis is placed on sustainable product design; awareness and cause marketing; public relations and green-washing; and emerging going-green marketing trends. (3 credits) Prerequisites: GEN 300 and MKT 421.

MKT 431

Small Business Marketing

Knowing your customer, growing your customer base and creating a consumer driven culture are key drivers of sustainability in the small business. This course focuses on the functions of evaluating opportunities, creating value, developing effective pricing and advertising strategy. (3 credits) Prerequisites: GEN 300 and MKT 421.

MKT 435

Consumer Behavior

This is an introductory course in analyzing consumer and purchasing behaviors as basic considerations in the development of a marketing mix. Economic, social, psychological, and cultural factors are considered as they relate to the development of marketing programs. (3 credits) Prerequisites: GEN 300 and MKT 421.

MKT 445

Sales Tools and Strategies

This course is an examination of basic principles involved in the sales process, the relationship between sales and business objectives, and managing the sales force and customer relationships. Emphasis is placed on sales planning, developing specific goals to meet the business objectives, and adapting to changes in the market. (3 credits) Prerequisites: GEN 300 and MKT 421.

MKT 447

Advertising and Creative Strategy

This course provides an overview of advertising in the context of integrated marketing. Topics include the development of advertising objectives, creative guidelines, media selection and scheduling, budgeting, and performance evaluation. (3 credits) Prerequisites: GEN 300 and MKT 421.

MKT 450

International Marketing

This course provides the conceptual framework for marketing across national borders, as well as marketing within different foreign environments. Students study how international marketing programs are developed, as well as the various factors that affect decision-making in an international setting. (3 credits) Prerequisites: GEN 300 and MKT 421.

MKT 453

Product Development

This course explores the challenges organizations face in developing new products and services. Students will explore the various stages of new product development processes and understand factors influencing product launch strategies. (3 credits) Prerequisites: GEN 300 and MKT 421.

MKT 455

Internet Marketing

This course examines the impact of the Internet on traditional marketing methods and how it has transformed the contemporary marketing landscape. Emphasis will be placed upon the uses of the Internet for the marketing of goods, services, information, and the impact of Internet technology on marketing strategy and practices. The course examines strategies for Internet marketing and analyzes customer relationship management models and applications in the Business to Business (B2B) and Business to Consumer (B2C) environments. (3 credits) Prerequisites: GEN 300 and MKT 421.