

HERZING

BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT WITH A CONCENTRATION IN MARKETING (BSBMM)

PROGRAM DESCRIPTION

This bachelor's program is designed to prepare students with an understanding of the complex relationship between markets and customers and the practical and theoretical skills needed to market a product in a competitive business environment. The core components of the marketing program concentration are advertising, marketing on the internet, consumer behavior, marketing research, marketing strategy, new product development, international marketing, professional selling, and sales management.

PROGRAM OBJECTIVES

Upon completion of their program, the student should be able to:

1. Demonstrate knowledge of consumer behavior concepts and principles.
2. Demonstrate knowledge of professional selling activities and sales management.
3. Demonstrate an application of the marketing mix to marketing practices.
4. Develop an understanding of innovative product development.
5. Demonstrate knowledge of secondary, qualitative, and quantitative marketing research methods, skills, and techniques.
6. Recognize and manage the differences stemming from the application of the principles and the techniques of marketing across national boundaries.
7. Demonstrate the ability to formulate strategic marketing decisions.
8. Develop a strategic marketing plan.
9. Think critically at a conceptual level and by using mathematical analysis as well as the scientific method; write and speak effectively; use basic computer applications and understand human behavior in the context of the greater society in a culturally diverse world.

POTENTIAL JOB POSITION TITLES

Potential entry-level and marketing training position titles include advertising agents, sales representatives, promotions or sales managers, marketing managers, marketing consultants, and marketing campaigns project coordinator.

PROGRAM CONTENT

A minimum of 123.00 semester credit hours is required for graduation.

REQUIRED MANAGEMENT CORE COURSES

All courses, 36.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
AC 107	Accounting I	IS 102	3.00
AC 220	Finance	AC 107	3.00
BU 106	Introduction to Management	None	3.00
BU 204	The Digital Firm and Business Communications	BU 106	3.00
BU 206	Business Law I	None	3.00
BU 220	Principles of Marketing	BU 106	3.00
BU 302	Leadership and Organizational Behavior	BU 106	3.00
BU 327	Business Ethics	BU 206	3.00
BU 345	Project Management	None	3.00
BU 407	Quantitative Decision-Making	MA 204 or MA 225 or MA 320	3.00

Course Number	Course Name	Prerequisite	Credit Hours
EC 111	Principles of Microeconomics	None	3.00
EC 121	Principles of Macroeconomics	None	3.00

REQUIRED COURSES IN MARKETING

All courses, 33.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
AC 216	Accounting II	AC 107	3.00
BU 215	Marketing on the Internet	BU 220	3.00
BU 216	Social Media	None	3.00
BU 230	Customer Relationship Management	BU 220	3.00
BU 247	Advertising and Public Relations	BU 220	3.00
BU 275	Consumer Behavior	BU 220	3.00
BU 328	Product Development and Innovation	BU 220	3.00
BU 375	Professional Selling and Sales Management	BU 220	3.00
BU 440	International Marketing	BU 220	3.00
BU 447	Marketing Research	BU 220 and MA 320	3.00
BU 450	Marketing Strategy	BU 220	3.00

OPEN ELECTIVE COURSES

A minimum of 12.00 semester credit hours of open electives is required. At least 3.00 semester credit hours must be 300- to 400-level courses.

REQUIRED CAPSTONE OR INTERNSHIP

3.00 semester credit hours are required.

Course Number	Course Name	Prerequisite	Credit Hours
BU 491	Capstone Project	Final semester	3.00
BU 495	Internship	Final semester and PD 214	3.00

REQUIRED COURSES IN GENERAL EDUCATION

Students enrolled in this bachelor's degree must complete a minimum of 37.00 semester credit hours in general education distributed among the following disciplines. A minimum of 9.00 semester credit hours must be upper level (300- to 400-level courses). Refer to the General Education section of the catalog for Herzing University courses that would satisfy these requirements. *

- 1.00 Semester Credit Hours in Information Literacy
- 6.00 Semester Credit Hours in English Composition or Literature
- 3.00 Semester Credit Hours in Speech
- 4.00 Semester Credit Hours in Computer Applications ♦
- 7.00 Semester Credit Hours in Mathematics (College Algebra or Above) ▲
- 4.00 Semester Credit Hours in Natural Science With a Lab Component
- 3.00 Semester Credit Hours in Social or Behavioral Science
- 3.00 Semester Credit Hours in Humanities With a Critical Thinking Focus ** ♦
- 3.00 Semester Credit Hours in Cultural Diversity
- 3.00 Semester Credit Hours in General Education Electives ♦

- * Transfer students may transfer courses that are within 1.00 semester credit hour of the courses listed above to meet these discipline requirements. Any resulting deficiency in the total of 37.00 semester credit hours required in general education may be made up with general education electives from any of the listed disciplines.
- ** A course with a critical thinking focus would be a course that addresses the theories and application of critical analysis with an emphasis on developing sequential reasoning skills. Examples may be courses in critical thinking, philosophy, science or logic.
- ◆ The state of Minnesota requires a minimum of 30.00 semester credit hours of general education for bachelor's degrees, not counting computer applications. However, all Herzing University students in the BSBMM program must complete a minimum of 37.00 semester credit hours in general education, including computer applications, to complete the requirement for graduation from this bachelor's degree program. Minnesota students must complete at least 4.00 semester credit hours of general education in the humanities.
- ▲ Students in the BSBMM program must take MA 320 Statistics.

PERSONAL AND PROFESSIONAL DEVELOPMENT COURSES

A minimum of 2.00 semester credit hours is required. Students taking the BU 495 Internship must also take PD 214.

Course Number	Course Name	Prerequisite	Credit Hours
PD 121	Professional Development I	None	1.00
PD 202	Professional Development II	None	1.00
PD 214	AS/AAS/BS/Diploma Internship Preparation	None	0.00

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit our website at <http://www.herzing.edu/academics/business-management>