



Bachelor of Science in Marketing

Program Description

The Bachelor of Science in Marketing program provides a foundation in the principles and practices that drive successful marketing strategies in today's global economy. Students will gain a deep understanding of core marketing concepts including consumer behavior, market segmentation, branding, pricing strategies, integrated marketing communications, digital marketing, social media marketing, and analytics. The curriculum emphasizes both strategic thinking and practical application, preparing students to analyze markets, develop campaigns, and measure performance across diverse platforms. The program integrates artificial intelligence (AI) tools and concepts, empowering students to leverage data-driven insights, automate marketing processes, and personalize customer experiences. Graduates will be prepared to lead in a rapidly evolving marketplace, where innovation, data analytics, and AI-informed strategies are redefining how organizations connect with consumers and create value.

Coursework in this program provides a foundation for select industry certifications. These certifications enhance employment opportunities but are not a state specific requirement.

Program Outcomes

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

1. Develop strategic marketing plans that address consumer needs, market trends, and organizational goals.
2. Analyze consumer behavior and market data to drive decision-making and marketing optimization.
3. Design integrated marketing campaigns across digital and social media platforms to build brand awareness and drive engagement.
4. Utilize artificial intelligence (AI) and data analytics tools to enhance marketing effectiveness and customer personalization.
5. Apply ethical and culturally responsive marketing practices in diverse, global business environments.
6. Communicate marketing strategies across written, visual, and oral formats for diverse stakeholders.

Program Content

A minimum of 120.00 semester credit hours is required for graduation.

Required Courses

All courses, 66.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
AC 231 Financial Management	AC 236	3.00
AC 236 Managerial Accounting	EC 101	3.00
BU 106 Introduction to Business	None	3.00
BU 217 Business Ethics and the Legal Environment	BU 106	3.00
BU 231 Global Business Environment	None	3.00
BU 242 Creating Customer Value in the Digital Age	None	3.00
BU 245 Business Communication	None	3.00
BU 321 Business Statistics	None	3.00
BU 323 Strategic Marketing Planning and Brand Storytelling	BU 242	3.00
BU 331 Managing Information Systems	None	3.00

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
BU 345 Project Management or BU 631 Project Management for Business Leaders	None	3.00
BU 351 Introduction to Business Analytics or BU 683 Foundations of Business Analytics for Leaders	None	3.00
BU 380 Strategic Leadership or BU 531 Strategic and Risk Management for Business Success	None	3.00
BU 423 Entrepreneurial Strategy	None	3.00
BU 427 Change Management	None	3.00
BU 439 Digital and Social Media Marketing Strategy	None	3.00
BU 444 Influencer and Creator Economy	None	3.00
BU 448 Consumer Insights, Behavior, and Marketing Analytics	BU 321, BU 351	3.00
BU 449 Event and Experiential Marketing	None	3.00
BU 458 AI-Powered Relationship Management	BU 321, BU 351	3.00
EC 101 Principles of Economics or BU 520 Integrated Economics and Decision-Making	None	3.00
HR 321 Human Capital in Organizations or BU 525 Strategic Human Capital	None	3.00

Open Elective Courses

A minimum of 12.00 semester credit hours is required. Eligible students can take approved dual credit graduate level courses to complete a portion of the open electives requirement.

Dual Credit Courses

Eligible students can replace up to 12.00 semester credit hours of the core program requirements with approved dual credit graduate level coursework. A total of 12.00 graduate semester credit hours can be taken throughout the student's program.

Graduate Program	Applicable Dual Credit Courses
Master of Business Administration Master of Business Administration in Healthcare Management Master of Business Administration in Project Management	BU 520 Integrated Economics and Decision-Making BU 525 Strategic Human Capital BU 531 Strategic and Risk Management for Business Success BU 631 Project Management for Business Leaders
Master of Business Administration in Business Analytics	Choose 4: BU 520 Integrated Economics and Decision-Making BU 525 Strategic Human Capital BU 531 Strategic and Risk Management for Business Success BU 631 Project Management for Business Leaders BU 683 Foundations of Business Analytics for Leaders
Master of Science in Business Analytics	BU 512 Data Management for Analysis BU 678 Communicating with Data Visualization BU 683 Foundations of Business Analytics for Leaders

Required Capstone or Internship

4.00 semester credit hours are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
BU 490 Capstone Project	Final Semester.	4.00
BU 494* Internship	Final Semester.	4.00

* Online students in some states may not be allowed to take this internship due to state restrictions.

Required Courses in General Education

Students enrolled in this bachelor's degree must complete a minimum of 36.00 semester credit hours in general education distributed among the following disciplines. Refer to the General Education section of the catalog for specific information about courses within each discipline. Courses transferred from other accredited colleges may also be used to meet these requirements.

- EN 104 English Composition I, Semester Credit Hours: 3.00
- EN 111 Information Literacy, Semester Credit Hours: 3.00
- EN 116 Speech, Semester Credit Hours: 3.00
- EN 304 English Composition II, Semester Credit Hours: 3.00
- HU 140 Cultural Diversity, Semester Credit Hours: 3.00
- HU 240 Introduction to Humanities, Semester Credit Hours: 3.00
- HU 340 Humanities and Contemporary Popular Culture, Semester Credit Hours: 3.00
- MA 109 College Algebra, Semester Credit Hours: 3.00
- MA 320 Statistics, Semester Credit Hours: 3.00
- SC 270 Environmental Literacy, Semester Credit Hours: 3.00
- PS 101 Psychology, Semester Credit Hours: 3.00
- SS 350 Social Issues and Technology, Semester Credit Hours: 3.00

Personal and Professional Development Courses

All courses, 2.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
PD 121 Professional Development I	None	1.00
PD 202 Professional Development II	None	1.00

Distribution of Contact Hours by Course					
Course	Lecture Hours	Lab Hours	Internship Hours	Total Contact Hours	Credits
AC 231	45.00	0.00	0.00	45.00	3.00
AC 236	45.00	0.00	0.00	45.00	3.00
BU 106	45.00	0.00	0.00	45.00	3.00
BU 217	45.00	0.00	0.00	45.00	3.00
BU 231	45.00	0.00	0.00	45.00	3.00
BU 242	45.00	0.00	0.00	45.00	3.00
BU 245	45.00	0.00	0.00	45.00	3.00
BU 321	45.00	0.00	0.00	45.00	3.00
BU 323	45.00	0.00	0.00	45.00	3.00
BU 331	45.00	0.00	0.00	45.00	3.00
BU 345	45.00	0.00	0.00	45.00	3.00
BU 351	45.00	0.00	0.00	45.00	3.00
BU 380	45.00	0.00	0.00	45.00	3.00

BU 423	45.00	0.00	0.00	45.00	3.00
BU 427	45.00	0.00	0.00	45.00	3.00
BU 439	45.00	0.00	0.00	45.00	3.00
BU 444	45.00	0.00	0.00	45.00	3.00
BU 448	45.00	0.00	0.00	45.00	3.00
BU 449	45.00	0.00	0.00	45.00	3.00
BU 458	45.00	0.00	0.00	45.00	3.00
BU 490 (or BU 494*)	60.00	0.00	0.00	60.00	4.00
EC 101	45.00	0.00	0.00	45.00	3.00
HR 321	45.00	0.00	0.00	45.00	3.00
PD 121	15.00	0.00	0.00	15.00	1.00
PD 202	15.00	0.00	0.00	15.00	1.00
Electives	180.00	0.00	0.00	180.00	12.00
Gen Ed - Communications	180.00	0.00	0.00	180.00	12.00
Gen Ed – Humanities	135.00	0.00	0.00	135.00	9.00
Gen Ed – Mathematics	90.00	0.00	0.00	90.00	6.00
Gen Ed - Science	45.00	0.00	0.00	45.00	3.00
Gen Ed – Social and Behavioral Sciences	90.00	0.00	0.00	90.00	6.00
Totals	1800.00	0.00	0.00	1800.00	120.00
*Totals with Internship BU 494 Internship: 0/0/180/180	1740.00	0.00	180.00	1920.00	120.00

New Courses

BU 323 Strategic Marketing Planning and Brand Storytelling	This course explores the strategic marketing planning process with a focus on brand development and storytelling. Students will learn to analyze competitive environments, craft integrated marketing plans, evaluate performance metrics, and leverage storytelling across traditional and digital media. Emphasis is placed on aligning marketing strategy with business objectives and communicating brand value through compelling narratives.
BU 423 Entrepreneurial Strategy	This course introduces students to the core principles and strategic frameworks essential for launching and sustaining successful entrepreneurial ventures. Students will explore the entrepreneurial mindset, opportunity identification, business model development, and strategic planning. Emphasis is placed on evaluating market potential, crafting a value proposition, securing resources, and formulating competitive strategies. Students will develop practical skills to navigate the challenges faced by startups and innovative enterprises.
BU 427 Change Management	This course explores the theories, models, and practical approaches to managing change within organizations. Students will examine the drivers of organizational change, resistance to change, and strategies for successful implementation. Emphasis is placed on understanding the human and strategic elements of change, including communication, leadership, stakeholder engagement, and organizational culture.
BU 439 Digital and Social Media Marketing Strategy	This course provides an in-depth understanding of digital and social media marketing strategies. Students will explore the digital landscape, learn to execute campaigns using Search Engine Optimization (SEO), Search Engine Marketing (SEM), email, and social platforms, and integrate these into broader business strategies. Emphasis is placed on analytics, paid advertising, audience targeting, and ethical considerations in the digital space.

BU 444 Influencer and Creator Economy	This course examines the rise of the influencer and creator economy, focusing on how individuals and brands leverage digital platforms for visibility, engagement, and monetization. Students will learn to design community-building initiatives, develop collaborative campaigns, and interpret performance metrics to drive ROI. Emphasis is placed on aligning content strategies with platform algorithms, brand goals, and emerging trends to secure competitive advantage.
BU 448 Consumer Insights, Behavior, and Marketing Analytics	This course examines consumer behavior through the lens of data analysis and research. Students will learn how consumers make decisions, how to collect and interpret behavioral data, and how to present insights through visualization. Both qualitative and quantitative research methods are explored alongside ethical considerations in consumer analytics.
BU 449 Event and Experiential Marketing	This course prepares students to craft immersive brand experiences that drive measurable business impact. Students will examine the strategic role of events, develop breakthrough concepts, and master virtual-plus-hybrid technologies to extend reach and interactivity. Students will analyze revenue models and sponsorship packages, translate attendee data into ROI dashboards, and write crisis-and-risk playbooks that safeguard both guests and brand reputation.
BU 458 AI-Powered Relationship Management	This course equips students to design AI-powered customer-lifecycle programs that turn data into real-time, personalized engagement. Learners design chatbots and chat-based CRM workflows, configure recommendation engines and predictive segmentation models, and apply multivariate testing and attribution to optimize ROI. Throughout the course, students will evaluate each automation against contract law, privacy regulations, and ethical standards to ensure compliant, bias-aware marketing practice.