

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN MARKETING PROFESSIONAL SELLING TRACK

Marketing revolves around the product or service of the business, promotion of the product, price at which it is sold, and how it is distributed to the customer. Professionals in marketing create and communicate marketing strategies, develop marketing campaigns, and work with sales teams to sell products. The Marketing major offers two tracks for students to specialize in based upon their career goals.

The Professional Selling Track in Marketing prepares students for careers in professional, business-to-business selling. Careers in sales are some of the highest paid and most rewarding for new business graduates.

CAREER OPPORTUNITIES

Professional selling directs the sales of goods, products, and/or services for a company or organization. Sales jobs can be found in virtually every industry including wholesale and retail trade, manufacturing, and services industries. Employment of Sales Managers is expected to grow significantly within the next 10 years as new organizations develop and existing organizations expand.

All business majors are strongly encouraged to complete at least one internship. Internships are career-related work experiences that enable students to apply their knowledge and skills in an organizational setting. In the WCBA, internships that are approved for academic credit must be paid. Completing a career-related internship increases a student's job opportunities upon graduation.

STUDENT EXPERIENCES

Marketing majors at Youngstown State University have the opportunity to build their leadership skills through various student organizations (http://www.yсу.edu/academics/williamson-college-business-administration/student-organizations-and-experiences/).

COURSE	TITLE	S.H.
FIRST YEAR REQUIREMENT - STUDENT SUCCESS SEMINAR		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
GENERAL EDUCATION		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
Math *Grade of a "C" or higher required		
MATH 2623	Quantitative Reasoning	3-6
or MATH 2623C	Quantitative Reasoning with Co-Requisite Support	
or MATH 1510	College Algebra	
or MATH 1510C	College Algebra with Co-requisite Support	
or MATH 1552	Applied Business Calculus	
or MATH 1571	Calculus 1	
Arts and Humanities (6 s.h.)		6
Natural Sciences (2 courses, 1 with lab) (7 s.h.)		7
Social Science (Select 2 courses 6 s.h.)		

ECON 2610	Principles 1: Microeconomics required	*Grade of a "C" or higher 3
ECON 2630	Principles 2: Macroeconomics required	*Grade of a "C" or higher 3
General Education Electives (9 s.h.)		
ECON 1505	Personal Financial Literacy	Recommended 3
MGT 2604	Legal and Social Responsibilities of Business recommended	3
General Education Elective		
BUSINESS TOOL COURSES		
Business Tool courses must be completed with the grade of a "C" or higher and cannot be taken Credit/no Credit.		
ACCT 2602	Financial Accounting	3
ACCT 2603	Managerial Accounting	3
BUS 1500	Foundations of Business	3
BUS 2600	Business Applications of Microsoft Excel	3
BUS 2610	Collaborating, Writing, & Presenting in Business	3
BUSINESS CORE COURSES		
Upper level business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.		
BUS 3700	Business Analytics	3
BUS 3710	Data Visualization with Tableau	3
BUS 3715	Principles of International Business	3
FIN 3720	Business Finance	3
MGT 3725	Fundamentals of Management	3
MGT 3761	Management Information Systems	3
MGT 3789	Operations Management	3
MKTG 3702	Business Professionalism	1
MKTG 3703	Marketing Concepts and Practice	3
SENIOR CAPSTONE		
MGT 4850	Strategic Management	3
MARKETING PROFESSIONAL SELLING TRACK REQUIRED COURSES		
MKTG 3726	Consumer Behavior	3
MKTG 3740	Professional Selling	3
MKTG 3742	Organizational Purchasing	*Fall only class 3
MKTG 3745	Sales and Account Management	3
MKTG 3747	Negotiations Concepts and Strategies	*spring only 3
MKTG 4815	Marketing Research and Analytics	3
MKTG 4825	Marketing Management	3
UPPER-LEVEL BUSINESS COURSES		
12		
Select 12 SH ACCT, ADV, BUS, ECON, ENT, FIN, MKTG, MGT 3000-5000 level courses.		
FREE ELECTIVES *hours will vary based upon what is needed to reach 120 SH		
6		
Total Semester Hours		
120-125		
Year 1		
Fall		
S.H.		
YSU 1500	Success Seminar	1-2
or YSU 1500S	or Youngstown State University Success Seminar	
or HONR 1500	or Intro to Honors	
BUS 1500	Foundations of Business	3
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	

MATH 2623 or MATH 2623C or MATH 1510 or MATH 1510C or MATH 1552 or MATH 1571	Quantitative Reasoning or Quantitative Reasoning with Co- Requisite Support or College Algebra or College Algebra with Co-requisite Support or Applied Business Calculus or Calculus 1	3-6
GE: Elective		3

Semester Hours 13-18

Spring

ENGL 1551	Writing 2	3
BUS 2610	Collaborating, Writing, & Presenting in Business	3
ECON 1505	Personal Financial Literacy ^{GE Elective} (Recommended)	3
ECON 2610	Principles 1: Microeconomics	3
GE: Arts & Humanities		3

Semester Hours 15

Year 2

Fall

ACCT 2602	Financial Accounting	3
BUS 2600	Business Applications of Microsoft Excel	3
MGT 2604	Legal and Social Responsibilities of Business <small>GE Elective (Recommended)</small>	3
ECON 2630	Principles 2: Macroeconomics	3
GE: Arts & Humanities		3

Semester Hours 15

Spring

ACCT 2603	Managerial Accounting	3
BUS 3700	Business Analytics	3
MKTG 3702	Business Professionalism	1
MKTG 3703	Marketing Concepts and Practice	3
GE: Natural Science		3
Free Elective		3

Semester Hours 16

Year 3

Fall

BUS 3710	Data Visualization with Tableau	3
BUS 3715	Principles of International Business	3
MGT 3725	Fundamentals of Management	3
MKTG 3740	Professional Selling	3
GE: Lab Science		4

Semester Hours 16

Spring

FIN 3720	Business Finance	3
MGT 3761	Management Information Systems	3
MKTG 3726	Consumer Behavior	3
MKTG 3745	Sales and Account Management	3
Upper-Level Business Course	<small>Internship Recommended</small>	3

Semester Hours 15

Year 4

Fall

MGT 3789	Operations Management	3
MKTG 4825	Marketing Management	3
MKTG 3742	Organizational Purchasing	3
MKTG 4815	Marketing Research and Analytics	3

Upper-Level Business Course	3
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Semester Hours 15

Spring

MKTG 3747	Negotiations Concepts and Strategies	3
MGT 4850	Strategic Management	3

Upper-Level Business Course	3
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Upper-Level Business Course	3
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Free Elective	3
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Semester Hours 15

Total Semester Hours 120-125

The prerequisite for all upper-level business courses includes a minimum 2.5 overall GPA.

Learning Outcomes

1. Students will demonstrate knowledge and understanding of the marketing mix.
2. Students will demonstrate effective business communication skills.
3. Students will be able to recognize, analyze, and solve marketing problems.