

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN MARKETING

Overview

The Marketing major focuses on the strategic planning and assessment of marketing as well as management of marketing, sales, advertising, and public relations personnel in a business or other organization.

Students have the option of either a general Marketing or Professional Selling concentration to select from within the Marketing major.

The Marketing concentration 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 Professional Selling concentration 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

Marketing can be defined as being the intermediary function between product development and sales. There are many avenues in the field of marketing including advertising, public relations, media planning, sales strategy and more. Marketing professionals create, manage and enhance good, services and brands. The Marketing major at YSU prepares students for leadership positions in the field.

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.

INTERNSHIPS

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 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 WCBA student organizations (<https://ysu.edu/academics/williamson-college-business-administration/student-organizations/>).

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 & HUMANITIES (6 s.h.)		6
SOCIAL SCIENCE (6 s.h.)		
ECON 2610	Principles 1: Microeconomics *Grade of a "C" or higher required	3
ECON 2630	Principles 2: Macroeconomics *Grade of a "C" or higher required	3
NATURAL SCIENCE (Select 2 Courses 7 s.h.) One science course must include a lab		7
GENERAL EDUCATION ELECTIVES (9 s.h.)		
ECON 1505	Personal Financial Literacy ^{Recommended}	3
General Education Elective		6
BUSINESS TOOL COURSES		
Business Tool courses MUST be completed with a 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 MAJOR CORE REQUIREMENTS		
MKTG 3726	Consumer Behavior	3
MKTG 4815	Marketing Research and Analytics	3
MKTG 4825	Marketing Management	3
UPPER-LEVEL BUSINESS COURSES		12
Select 12 SH of ADV, ACCT, ADV, BUS, ECON, ENT, MGT, MKTG 3000-5000 level courses		
MARKETING CONCENTRATION		12
FREE ELECTIVES *Hours will vary based upon what is needed to reach 120 SH		6
Total Semester Hours		120-125

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

MARKETING CONCENTRATION

COURSE	TITLE	S.H.
MARKETING CONCENTRATION		
MKTG 3720	Business to Business Marketing	3
or MKTG 3750	Product and Brand Management	
MKTG 4811	Digital Marketing	3
Upper Level Marketing or Advertising 3700:5800 Courses (6 sh)		6
Total Semester Hours		12

PROFESSIONAL SELLING CONCENTRATION

COURSE	TITLE	S.H.
PROFESSIONAL SELLING CONCENTRATION		
MKTG 3740	Professional Selling	3
MKTG 3742	Organizational Purchasing	3
MKTG 3745	Sales and Account Management	3
MKTG 3747	Negotiations Concepts and Strategies	3
Total Semester Hours		12

MARKETING CONCENTRATION

Year 1		
Fall		
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	Quantitative Reasoning	3-6
or MATH 2623C	or Quantitative Reasoning with Co-Requisite Support	
or MATH 1510	or College Algebra	
or	or College Algebra with Co-requisite Support	
MATH 1510C	Support	
or MATH 1552	or Applied Business Calculus	
or MATH 1571	or Calculus 1	
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
ECON 2630	Principles 2: Macroeconomics	3
General Education Elective		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 3726	Consumer Behavior	3
GE: NS with Lab		4
Semester Hours		16
Spring		
FIN 3720	Business Finance	3
MGT 3761	Management Information Systems	3
MKTG 3750	Product and Brand Management	3
or MKTG 3720	or Business to Business Marketing	
MKTG 4811	Digital Marketing	3
Upper-Level Business Course		3
Semester Hours		15

Year 4		
Fall		
MGT 3789	Operations Management	3
MKTG 4815	Marketing Research and Analytics	3
Upper-Level Business Course		3
Upper-Level Marketing/Advertising Course		3
Free Elective		3
Semester Hours		15
Spring		
MGT 4850	Strategic Management	3
MKTG 4825	Marketing Management	3
Upper-Level Marketing/Advertising Course		3
Upper-Level Business Course		3
Upper-Level Business Course		3
Semester Hours		15
Total Semester Hours		120-125

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

PROFESSIONAL SELLING CONCENTRATION

Year 1		S.H.
Fall		
YSU 1500 or YSU 1500S or HONR 1500	Success Seminar or Youngstown State University Success Seminar or Intro to Honors	1-2
BUS 1500	Foundations of Business	3
ENGL 1550 or ENGL 1549	Writing 1 or Writing 1 with Support	3-4
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
ECON 2630	Principles 2: Macroeconomics	3
General Education Elective		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 3726	Consumer Behavior	3
GE: NS with Lab		4
Semester Hours		16
Spring		
FIN 3720	Business Finance	3
MGT 3761	Management Information Systems	3

MKTG 3750 or MKTG 3720	Product and Brand Management or Business to Business Marketing	3
MKTG 4811	Digital Marketing	3
Upper-Level Business Course		3
Semester Hours		15
Year 4		
Fall		
MGT 3789	Operations Management	3
MKTG 4815	Marketing Research and Analytics	3
Upper-Level Business Course		3
Upper-Level Marketing/Advertising Course		3
Free Elective		3
Semester Hours		15
Spring		
MGT 4850	Strategic Management	3
MKTG 4825	Marketing Management	3
Upper-Level Marketing/Advertising Course		3
Upper-Level Business Course		3
Upper-Level Business Course		3
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.