

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN MARKETING

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.

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.

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.

All business majors are strongly encouraged to complete internships. 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 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 SS 1500	Strong Start 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
CMST 1545	Communication Foundations	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 Mathematics for Management	
or MATH 1571	Calculus 1	
Arts & Humanities (Select 2 Courses 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
Social and Personal Awareness (select 2 courses 6 s.h.)		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
BUS 3700	Business Analytics	3
MGT 2604	Legal and Social Responsibilities of 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 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
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MARKETING MAJOR REQUIREMENTS

MKTG 3720	Business to Business Marketing	3
or MKTG 3750	Product and Brand Management	
MKTG 3726	Consumer Behavior	3
MKTG 4811	Digital Marketing	3
MKTG 4815	Marketing Research and Analytics	3
MKTG 4825	Marketing Management	3

UPPER-LEVEL MARKETING/ADVERTISING COURSES (6 SH)

Select 6 SH MKTG or ADV 3000-4000 level courses

UPPER-LEVEL BUSINESS COURSES

Select 12 SH of ADV, ACCT, ADV, BUS, ECON, ENT, MGT, MKTG 3000-5000 level courses

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 courses includes a minimum 2.5 overall GPA.

Year 1

Fall	S.H.	
YSU 1500	Success Seminar	1-2
or HONR 1500	or Intro to Honors	
or SS 1500	or Strong Start Success Seminar	
BUS 1500	Foundations of Business	3
CMST 1545	Communication Foundations	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 MATH 1510C	or College Algebra with Co-requisite Support	
or MATH 1552	or Applied Mathematics for Management	
or MATH 1571	or Calculus 1	

Semester Hours 13-18

Spring		
BUS 2610	Collaborating, Writing, & Presenting in Business	3
ENGL 1551	Writing 2	3
GE: Social and Personal Awareness		3
GE: Arts & Humanities		3
FREE ELECTIVE		3
Semester Hours		15
Year 2		
Fall		
ACCT 2602	Financial Accounting	3
BUS 2600	Business Applications of Microsoft Excel	3
ECON 2610	Principles 1: Microeconomics	3
MGT 2604	Legal and Social Responsibilities of Business	3
GE: Arts & Humanities		3
Semester Hours		15
Spring		
ACCT 2603	Managerial Accounting	3
BUS 3700	Business Analytics	3
ECON 2630	Principles 2: Macroeconomics	3
MKTG 3702	Business Professionalism	1
GE: Natural Science		3
Semester Hours		13
Year 3		
Fall		
BUS 3715	Principles of International Business	3
MGT 3725	Fundamentals of Management	3
MKTG 3703	Marketing Concepts and Practice	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		117-122

The prerequisite for all upper-level business classes 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.