

Bachelor of Science in Business Administration - Marketing

Degree Type

Bachelor of Science

Program Length: 120 credit hours

Accepted Transfer Credits: Up to 90 Credit hours

Students earning a bachelor's degree in business administration with a Marketing concentration will have acquired a broad liberal arts background and a vital professional education. This Marketing degree program prepares students for a wide range of careers in business marketing, including Brand/Product Management; Direct Marketing; Sales Management; Personal Selling; Sales Promotion; Advertising; International Marketing; Public Relations; Retailing; and Marketing Research, as well in preparation for further studies at the graduate level. Each of these areas offers professional career opportunities for the graduate.

Our primary goal is to support student success through quality education and successful programs. Additionally, The curriculum reflects Leighton's emphasis on providing students with a rigorous education encompassing a solid foundation in the arts and sciences and a firm grounding in business's basic principles.

This program will provide the student with a comprehensive knowledge of marketing along with the skills necessary for effective decision-making in a business environment that is diverse, global, and highly competitive. A major in marketing will have the skills to open the door to career opportunities in many places: advertising and retailing to market research and public relations.

Program Learner Outcomes

Marketing students will be able to:

- Develop in-depth knowledge on identifying, attracting, and evaluating customers
- Learn and use information technology tools for customer research and strategic performance
- Create and sustain safe learning environments that prepare diverse students for the workplace, advanced training and continued education;
- Model personal and professional attributes and leadership skills that reflect productive life and work roles as well as implement and maintain collaborative partnerships with students, colleagues, community, business, industry and families that maximize resources and promote student self-sufficiency;
- Evaluate marketing alternatives and commit to a course of action, using financial, organizational, environmental and ethical criteria to guide decision-making
- Demonstrate workplace competencies in keyboarding and digital input, information technology clusters, information systems management, information processing applications, technical communications, principles of entrepreneurship, business management, accounting & computation, economics & finance, international business and business law;
- Apply marketing skills, doing client-based projects, company internships, community service, and managing student organizations.

Overall Degree Requirements

In addition to the University's CORE requirements, the major, the minor, and elective requirements must meet the set of the overall requirements listed below:

1. Students must complete a minimum of 120 credits.
2. Students must maintain a minimum satisfactory GPA of 2.0 (C) overall program with no grade lower than a C in a course designated as a major in Economics.
3. Within the 120 credits required, the following coursework must be taken at Leighton University:
 - At the minimum, the last 30 credits of the degree program.
 - At least 50% of courses listed within the major of the required number of credits in the major.
 - At least 50% of credits earned for courses numbered 300 to 499 in the minor.
4. At least 45 credits hours of the 120 credits to meet the degree requirements must be upper level (300-499).

B.S. Business Marketing Program Structure

The requirements below pertain to this Undergraduate Catalog year and are intended as a guide for academic planning. Students should consult with their Academic Navigator to discuss their individual plan of study.

University CORE Program (13 Courses)

Code #	Title	Credits
	Category 1 - Purposive Communications (9 Credits)	9
	Category 2 - Quantitative Skills (3 Credits)	3
	Category 3 - Behavioral/Social Understanding (12 Credits)	12
	Category 4 - Scientific Reasoning (7 Credits)	7
	Category 5: Humanities and Fine Arts (6 Credits)	6
	Category 6: Technology Fluency (3 Credits)	3

Foundational (5 Courses)

MAKT 155 and **MAKT 289** are required courses.

Code #	Title	Credits
ACCT 150	Financial Accounting	3
MAKT 155	Introduction to Marketing	3
MAKT 201	Principles of Marketing	3
MAKT 205	Ethical Decision Making in Business	3
MAKT 210	Introduction to Supply Chain Management	3
MAKT 281	Digital Marketing	3
MAKT 289	Understanding the Customer	3

Core Distribution (8 Courses)

MAKT 302, MAKT 314, and MAKT 441 are required courses.

MAKT 490 requires a minimum of two additional upper-division courses (6 credit hours) instead of an internship.

Code #	Title	Credits
MAKT 302	Consumer Behavior	3
MAKT 314	Advertising/Sales Promotion	3
MAKT 332	Retailing Fundamentals	3
MAKT 341	Consultative Selling	3
MAKT 362	Global Logistics Management	3
MAKT 365	Service Operations Management	3
MAKT 404	Marketing Research	3
MAKT 430	Services Marketing	3
MAKT 440	Relationship Marketing	3
MAKT 441	Sales Management	3
MAKT 451	International Marketing	3
MAKT 490	Internship in Marketing	1-6

Free Electives (8 Courses)

These courses may include an additional course in ECON.

Minor/Additional Electives (6 Courses)

These courses may include an additional course in ECON.

University Requirement

Code #	Title	Credits
LIBR 150	Library Research	1
Total Credits		120