

BUSINESS MANAGEMENT: MARKETING (B.S.)

Granite State College's Bachelor of Science degree in Business Management offers students the appropriate breadth and depth of study with a concentration of five courses to pursue other areas of interest in management.

The degree is responsive to the education needs of businesses and includes an appropriate foundation for further graduate study. The outcomes-based program is built upon a foundation of six essential competencies that are integrated throughout the curriculum: critical thinking, effective oral and written communication, applied quantitative analysis, managing in a global environment, ethical practice, and leadership.

Students will have the opportunity to:

1. Apply business management theories related to production and operations, organizational behavior, human resource management, and leadership throughout various functional areas of organizations.
2. Communicate organizational information effectively across an organization through the use of information systems, to a broad spectrum of audiences and in a variety of business situations.
3. Apply quantitative tools and information systems in business analysis and decision-making.
4. Critically analyze, research and articulate organizational strengths and weaknesses in areas such as competitive advantage, operations, human resources, marketing, financial and strategic positioning.
5. Make legal and ethical individual and business decisions based on legalities, evaluation of business sustainability (environmental, socio/cultural, economic, institutional) and ethical practice.
6. Manage and lead to enhance the effectiveness of individuals, teams, and business organizations in a global environment.

Degree Requirements

Minimum Credit Requirement: 120 credits

Minimum Residency Requirement: 30 credits must be taken at Granite State College

A minimum GPA of 2.0 is required for conferral

Requirements	Credit Hours
General Education Requirements (p. 1)	40
Major Requirements (p. 1)	52
Open Electives (p. 2)	28
Total	120

General Education Requirements

A minimum grade of C is required in all General Education coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor and General Education requirements with only one overlap being utilized between the Major and Minor.

All General Education requirements, including CRIT 602 Advanced Critical Analysis and Strategic Thinking (4 s.h.) and IDIS 601 Interdisciplinary Seminar (4 s.h.), must be taken prior to the capstone.

Code	Title	Credits
ENG 500	The Writing Process	4
COMM 542	Interpersonal Communication and Group Dynamics	4
COMM 543	Visual Communication	4
CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		4
MATH 502	Math for Our World	
MATH 504	Statistics	
MATH 510	Pre-Calculus	
Knowledge of Human Behavior & Social Systems (https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-behavior)		4
Knowledge of the Physical & Natural World (https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#physical-natural-world)		4
Knowledge of Human Thought & Expression (https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-thought)		4
CRIT 602	Advanced Critical Analysis and Strategic Thinking	4
IDIS 601	Interdisciplinary Seminar	4
Total Credits		40

Major Requirements

A minimum grade of C is required in all Major coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor and General Education requirements with only one overlap being utilized between the Major and Minor.

CRIT 602 Advanced Critical Analysis and Strategic Thinking (4 s.h.), IDIS 601 Interdisciplinary Seminar (4 s.h.) and all major requirements must be completed prior to enrollment in the Integrative Capstone. Academic Advisor approval is required for registration to be processed.

Code	Title	Credits
Major in Business Management		
<i>Foundational Courses</i>		
MGMT 500	Principles of Management	4
CMPL 502	Excel	2
APST 505	Career Development and Life Planning	2
MATH 504	Statistics	4
<i>Intermediate Courses</i>		
ACCT 511	Financial Accounting	4
or MGMT 569	Budget Management	
MKTG 514	Principles of Marketing	4
<i>Advanced Courses</i>		
Select two of the following:		12
ECO 512	Principles of Economics	
HRM 518	Human Resource Management	
MGMT 624	Managing Information Technology	
MGMT 625	Legal and Ethical Issues in Business Management	
OPS 627	Operations Management	

Concentration in Marketing

MKTG 615	Digital Storytelling and Brand Management	4
MKTG 617	Consumer Behavior	4
Select three of the following:		12
ARTS 512	Fundamentals of Design	
COMM 547	Writing for Visual Media	
MKTG 515	Marketing Research	
MKTG 520	Social Media Marketing	
MKTG 612	Agile Marketing	
MKTG 620	Digital Advertising	
MKTG 623	Marketing Design and Usability	
Integrative Capstone:		
MGMT 651	Integrative Capstone: Industry-Based Internship	4
or MGMT 660	Integrative Capstone: Industry-Based Project	
Total Credits		56

Electives

Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student's general education, major, concentration or minor. Students will need 120 credits total to graduate with a bachelor's degree.