

# MARKETING (B.S.)

The Marketing degree provides a strong foundation in the key knowledge areas of the field. Studies combine essential business courses with specialized learning in such topics as global marketing, consumer behavior, branding, and social media. Graduates will have the opportunity to practice and prepare to deploy creative and data-driven approaches to advance organizational objectives and business strategy.

Students will have the opportunity to:

1. Distinguish the role of marketing within business operations and utilize adaptive learning strategies to address the ever-changing business environment.
2. Apply relevant marketing theories, platform usability, and design for digital marketing.
3. Identify and analyze the role of compelling storytelling in an organization's brand strategy.
4. Demonstrate content marketing development, digital marketing and advertising, and multi-channel communication skills.
5. Collect, review, and analyze consumer and sales data to make informed marketing and financial decisions.

## 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)             | 60           |
| Open Electives (p. 1)                 | 20           |
| <b>Total</b>                          | <b>120</b>   |

## 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 ( <a href="https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#physical-natural-world">https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#physical-natural-world</a> ) |   | 4         |
| Knowledge of Human Thought & Expression ( <a href="https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-thought">https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-thought</a> )                     |   | 4         |
| CRIT 602  | Advanced Critical Analysis and Strategic Thinking | 4         |
| IDIS 601  | Interdisciplinary Seminar                         | 4         |
| <b>Total Credits</b>  |   | <b>40</b> |

## 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                                      |
|------------------------------|---|--|
| <b>Major in Marketing</b>    |   |  |
| <i>Foundation Courses</i>    |   |  |
| APST 505                     | Career Development and Planning                 | 2  |
| CMPL 502                     | Excel   | 2  |
| MGMT 569                     | Budget Management                               | 4  |
| MKTG 514                     | Principles of Marketing                         | 4  |
| MKTG 515                     | Marketing Research                              | 4  |
| ARTS 512                     | Fundamentals of Design                          | 4  |
| <i>Intermediate Courses</i>  |   |  |
| COMM 547                     | Writing for Visual Media                        | 4  |
| DATA 510                     | Introduction to Data Analytics                  | 4  |
| MKTG 520                     | Social Media Marketing                          | 4  |
| <i>Advanced Courses</i>      |   |  |
| MKTG 612                     | Agile Marketing                                 | 4  |
| MKTG 615                     | Digital Storytelling and Brand Management       | 4  |
| MKTG 617                     | Consumer Behavior                               | 4  |
| MKTG 623                     | Marketing Design and Usability                  | 4  |
| MKTG 618                     | Sales Management                                | 4  |
| MKTG 620                     | Digital Advertising                             | 4  |
| <i>Integrative Capstone:</i> |   |  |
| MGMT 651                     | Integrative Capstone: Industry-Based Internship | 4  |
|                              | or MGMT 660                                     | Integrative Capstone: Industry-Based Project |
| <b>Total Credits</b>         |   | <b>60</b>                                    |

## 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.