

# MARKETING BACHELOR OF SCIENCE

## ALL BUSINESS MAJORS

### BUSINESS CORE

48 credits

### MARKETING PROGRAM

#### REQUIREMENTS

24 credits

ACCT 210	Principles of Accounting I	3 credits
ACCT 211	Principles of Accounting II	3 credits
BADM 102	Professional Development and Planning	1 credit
BADM 220	Business Statistics	3 credits
BADM 244	Business Communications	3 credits
BADM 310	Business Finance	3 credits
BADM 350	Legal Environment of Business	3 credits
BADM 360	Organization and Management	3 credits
BADM 370	Marketing	3 credits
BADM 457	Business Ethics	3 credits
BADM 459	Analytics	3 credits
BADM 482	Business Policy and Strategy	3 credits
CSC 273	Spreadsheet Data Analysis	3 credits
ECON 201	Principles of Microeconomics	3 credits
ECON 202	Principles of Macroeconomics	3 credits
IDL 190	First Year Seminar	2 credits
MIS 325	Management Information Systems	3 credits

BADM 403	Integrated Marketing Communications	3 credits
BADM 471	Marketing Management	3 credits
BADM 475	Consumer Behavior	3 credits
BADM 476	Marketing Research	3 credits
BADM 478	International Marketing	3 credits

#### Choose emphasis:

Marketing Management

Digital Marketing

Public Relations

Digital Media



Northern State University  
College of Professional Studies | School of Business  
Aberdeen, South Dakota | 605-626-2400  
business@northern.edu | northern.edu

*Unleash*  
YOUR POTENTIAL

# MARKETING EMPHASES

	Course	Credit
<b>DIGITAL MEDIA</b>	<b>Choose three:</b>	
The Digital Media specialization offers students the opportunity to learn the skills needed to produce creative digital content and write engaging captions needed in marketing, especially social media marketing.	<b>ARTD 113</b> Introduction to Digital Media	3
	<b>ARTD 231</b> Graphic Design I	3
	<b>ARTD 333</b> Web Design I	3
	<b>ARTD 338</b> Digital Video Design I	3
	<b>BADM 378</b> Marketing for E-Commerce	3
	<b>9</b>	
<b>DIGITAL MARKETING</b>	<b>BADM 378</b> Marketing for E-Commerce	3
The Digital Marketing specialization offers students the opportunity to better understand integration of technology and use of data to gain insight into customers' motivations, preferences and behaviors.	<b>MIS 385</b> Data Mining	3
	<b>MIS 480</b> Business Intelligence	3
		<b>9</b>
<b>MARKETING MANAGEMENT</b>	<b>Choose three:</b>	
The Marketing Management specialization offers students the opportunity to better understand the art and science of choosing, getting, keeping, and growing customers by creating and delivering superior customer value.	<b>BADM 378</b> Marketing for E-Commerce	3
	<b>BADM 379</b> Logistics	3
	<b>BADM 404</b> Not-For-Profit Marketing	3
	<b>BADM 432</b> Customer Relationship Management	3
	<b>BADM 469</b> Project Management	3
	<b>BADM 473</b> Retail Management	3
	<b>9</b>	
<b>PUBLIC RELATIONS</b>	<b>Choose three:</b>	
The Public Relations specialization offers students the opportunity to better understand communication which is a key component of marketing, along with market research and customer service.	<b>BADM 378</b> Marketing for E-Commerce	3
	<b>SPCM 150</b> Introduction to Public Relations	3
	<b>ENGL 302</b> Hypertext Writing or <b>MCOM 210</b> Basic Newswriting	3
	<b>SPCM 223</b> Mass Communications or <b>SPCM 410</b> Organizational Communication	3
		<b>9</b>

**Suggested Double Majors:** Accounting, Art, Banking and Financial Services, Finance, German, International Business, Management, Management Information Systems, Music, Musical Theater, Psychology, Spanish, Sociology, Sport Marketing and Administration

**Suggested Minors:** Accounting, Agribusiness (*jointly with SDSU*), Art, Banking and Financial Services, Chinese, Digital Art, Economics, Entrepreneurial Studies, German, Human Resource Management, International Business Studies, Management Information Systems, Psychology, Political Science, Sociology, Spanish, Sport Management, Theatre

## MARKETING PROGRAM | EXAMPLE OF PLAN OF STUDY

	FALL		SPRING		
	Course	Credit	Course	Credit	
<b>FIRST YEAR</b>	<b>BADM 102</b>	Professional Development and Planning	<b>CMST 101</b>	Fundamentals of Speech	3
	<b>CSC 273</b>	Spreadsheet Data Analysis	<b>ENGL 201</b>	Composition II	3
	<b>ENGL 101</b>	Composition I	<b>MATH 114</b>	College Algebra if needed	3
	<b>IDL 190</b>	First Year Seminar		Natural Science with Lab Course ( <i>see catalog</i> )	3-4
	<b>MATH 101/101L</b>	Intermediate Algebra or		Behavioral/Social Sciences Course ( <i>see catalog</i> )	3
	<b>MATH 114</b>	College Algebra	3-4		<b>15-16</b>
		<b>15-16</b>			
<b>SECOND YEAR</b>	<b>ACCT 210</b>	Principles of Accounting I	<b>ACCT 211</b>	Principles of Accounting II	3
	<b>BADM 244</b>	Business Communications	<b>MIS 325</b>	Management Information Systems	3
	<b>ECON 201</b>	Principles of Microeconomics	<b>BADM 220</b>	Business Statistics	3
		Natural Science with Lab Course ( <i>see catalog</i> )	<b>BADM 370</b>	Marketing	3
		Arts and Humanities Course ( <i>see catalog</i> )		Arts and Humanities Course ( <i>see catalog</i> )	3
			<b>15-16</b>		<b>15</b>
<b>THIRD YEAR</b>	<b>BADM 310</b>	Business Finance	<b>BADM 360</b>	Organization and Management	3
	<b>BADM 350</b>	Legal Environment of Business	<b>BADM 475</b>	Consumer Behavior	3
	<b>BADM 403</b>	Integrated Marketing Communications		Marketing Elective Course ( <i>see catalog</i> )	3
		Behavioral/Social Sciences Course ( <i>see catalog</i> )		General Elective or Minor Course ( <i>see catalog</i> )	3
		Additional Math or Science Course ( <i>see catalog</i> )		General Elective or Minor Course ( <i>see catalog</i> )	3
			<b>15</b>		<b>15</b>
<b>FOURTH YEAR</b>	<b>BADM 457</b>	Business Ethics	<b>BADM 471</b>	Marketing Management	3
	<b>BADM 459</b>	Analytics	<b>BADM 482</b>	Business Policy and Strategy	3
	<b>BADM 476</b>	Marketing Research		Marketing Elective Course ( <i>see catalog</i> )	3
	<b>BADM 478</b>	International Marketing		General Elective or Minor Course or	
		Marketing Elective Course ( <i>see catalog</i> )		Internship ( <i>see catalog</i> )	6
			<b>15</b>		<b>15</b>

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