



BS/Marketing

Knowledge outcomes:

Upon successful completion of this program students will be able to:

- › Obtain in-depth knowledge of marketing management, consumer behaviour, sales management, marketing research, service marketing, business ethics and international marketing;
- › Demonstrate knowledge in business fundamentals including understanding of management science, economics, accounting, computing and information systems, organizational behaviour, business law and ethics;
- › Have a foundation in science and liberal studies as delivered through the General Education program;
- › Interpret, analyze, apply and implement knowledge to solve practical marketing problems across different types of businesses and industry, in a local or international environment;
- › Understand the socio-economic forces effecting marketing as well as the strategic and administrative aspects of marketing; and
- › Pursue postgraduate studies or professional qualifications in the field of marketing.

Skills outcomes:

As a result of completing this program, students should have acquired the following skills and values:

- › excellent written and oral communication skills;
- › analytical and critical-thinking skills necessary to make sound business and personal decisions;
- › numeric and quantitative skills including data analysis, interpretation and extrapolation;
- › effective use of communication and information technology for business applications;
- › effective self-management in terms of time, planning and behavior, motivation, self-starting, individual initiative and enterprise; and
- › self-awareness, openness and sensitivity to a diverse group of people, both in business and from other cultures.

Degree: Bachelor of Science (BS)

Area of Study: Business Management and Economics

Concentration: Marketing

Start Dates: October; February

Assessment: A variety of methods of assessing students progress are used including essays, reports, critical analyses, presentations, online assignments and discussions and proctored and open book examinations.

Possible Career Options:

Marketing graduates are typically involved in aspects of marketing, including: planning, advertising, promotion, public/media relations, product development, distribution, sponsorship, and research. The role is often challenging, varied and exciting. As many organizations have marketing departments, marketing executives can be found in the banking, retailing and media industries, voluntary and not-for-profit organizations.

Our Marketing graduates have found jobs in advertising, sales, and product development, mainly in the service sector.

The Greek/EU nationals may have the professional qualifications of their SUNY/ESC degree recognized by the Greek state authorities.



BS/Concentration MARKETING

General Education - 30 credits

COURSE	CREDITS
You must take these 5 courses = 15 credits	
1 Composition I	3
2 Composition II	3
3 College Algebra (required)	3
4 US History course	3
5 Computer Applications I	3
Select 4 of the following 6 areas = 12 credits	
1 Natural Science course	3
2 Psychology of Adjustment (required)	3
3 Western Civilization course	3
4 Other World Civilizations	3
5 Humanities course	3
6 Arts Course	3
Take 1 course from <u>any category</u> = 3 credits	
Elective general education course	3

NYC Concentration Prerequisites - 49 credits (plus any concentration relevant electives)

COURSE	CREDITS
1 Statistics for Business (prereq. College Algebra)	3
2 Business Law	3
3 Principles of Marketing	3
4 Principles of Management	3
5 Principles of Advertising	3
6 Intro. Microeconomics	3
7 Intro. Macroeconomics	3
8 Financial Accounting	3
9 Managerial Accounting	3
10 Economics of the European Union	3
11 Management Information Systems	3
12 Corporate Finance (prereq. Financial Accounting)	4
13 Money & Banking	4
14 Organiz. Behav. (pre-req. Psyc. of Adj.)	4
15 Human Resource Management	4

Elective credits (either or both NYC and ESC) - 9 credits

COURSE	CREDITS
Recommended Electives - take 9 credits:	
Operations Management	4
Intro to Sociology	3
Social & Economic Development	3

Advanced Specialization Courses Empire State College - 32 credits

COURSE	CREDITS
1 Advanced Marketing (pre-req: Cons. Beh.)	4
2 Consumer Behav. (pre-req. Psyc. of Adj.)	4
3 International Marketing	4
4 Ethics for a Global Economy	4
5 Marketing Management (pre-req.: Adv. Mktg)	4
6 Marketing Research	4
7 Business Policy	4

Electives - take 1 course of the following:

Advanced Advertising (pre-req: Cons. Beh.)	4
Conflict and Negotiation	4
Managerial Leadership	4
International Economics	4
International Political Economy	4
Int'l Cross Cultural Management	4
Marketing & Sales Promotion (pre-req. principles of marketing)	4

