



PAIER
COLLEGE

Marketing Degree Catalog



Bachelor of Business Administration (BBA) in Marketing

Program Description

In order to prepare for the varied demands of a career in marketing, the Marketing major courses follow an interdisciplinary approach, stressing fundamentals of behavioral analysis, decision-making, research, and the application of managerial techniques to marketing problems.

Learning Outcomes (BBA in Marketing)

Upon completion of this degree, the student will be able to:

- Learn to create a marketing mix to market products, services, and ideas to customers
- Acquire the knowledge to develop a marketing strategy
- Develop an understanding of human behavior related to marketing activity
- Learn how to effectively communicate marketing information to their various constituencies
- Students will be evaluated and benchmarked with a standardized marketing test. Students' marketing knowledge and skills will be tested when they begin and finish the Marketing program with a program specific exam.

Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

Graduation Requirements

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.

Bachelor of Business Administration in Marketing

First Year

Code	Courses	SH/CHW/CHS
Fall		
AS 101	English I	3/3/45
Ah 105	History of Western Art I	3/3/45
FYS 101	First year Seminar	3/3/45
BUAD 101	Introduction to Business	3/3/45
AS 231	Mathematical Ideas	3/3/45
Fall Semester Total:		15/15/225
Spring		
AS 102	English II	3/3/45
AS 267	Effective Speaking	3/3/45
AS 299	Intro to Creativity and Innovation	3/3/45
BUAD 102	Business Communications	3/3/45
ACCT 101	Principles of Accounting	3/3/45
Spring Semester Total:		15/15/225
First Year Total:		30/30/450

Third Year

Code	Courses	SH/CHW/CHS
Fall		
AS 255	Introduction to Biology	3/3/45
ACCT 103	Managerial/Cost Accounting	3/3/45
ECON 202	Principles of Economics-Micro	3/3/45
BUAD 102	Business Communications	3/3/45
BLAW 251	Business Law	3/3/45
Fall Semester Total:		15/15/225
Spring		
AS 210	General Psychology	3/3/45
FIN 209	Managerial Finance	3/3/45
CAIS 210	Intro to Business Intelligence & Analytics	3/3/45
MKTG 305	Principle of Marketing II	3/3/45
MGMT 301	Operations Management	3/3/45
Spring Semester Total:		15/15/225
Third Year Total:		30/30/450

Second Year

Code	Courses	SH/CHW/CHS
Fall		
AS 321	Western Civilization I	3/3/45
CAIS 191	Computer Concepts	3/3/45
AS 205	Introduction to Philosophy	3/3/45
CAIS 201	Statistics	3/3/45
MKTG 205	Principles of Marketing I	3/3/45
Fall Semester Total:		15/15/225
Spring		
AS 322	Western Civilization II	3/3/45
AS 258	Introduction to Environmental Science	3/3/45
AS 305	History of Modern Art and Design	3/3/45
ECON 201	Principles of Econ-Macro	3/3/45
MGMT 200	Workforce Dynamics	3/3/45
Spring Semester Total:		15/15/225
Second Year Total:		30/30/450

Fourth Year

Code	Courses	SH/CHW/CHS
Fall		
MKTG 406	Digital Consumer Behavior	3/3/45
MKTG 307	Marketing of Promotion	3/3/45
MCOM 330	Advertising Media Planning	3/3/45
MGMT 320	Business Planning	3/3/45
MKTG 325	Sales Marketing & Management	3/3/45
Fall Semester Total:		15/15/225
Spring		
MKTG 309	Digital Marketing	3/3/45
MKTG 419	Integrated Marketing Communication	3/3/45
MKTG 308	Marketing Research	3/3/45
MKTG 342	Multinational Marketing	3/3/45
MGMT 450	Business policy and Strategy	3/3/45
Spring Semester Total:		15/15/225
Fourth Year Total:		30/30/450
Program Total:		120/120/1800

Total Program Semester Hours: 120 Total Program Clock Hour Minimum:1800

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)