

# TECHNICAL MANAGEMENT

Specialization: Sales and Marketing



## ABOUT THIS DEGREE PROGRAM

### BUSINESS CORE

#### A FOUNDATION IN BUSINESS

This program features a series of essential Business Core courses to help build interdisciplinary skills critical to workplace

success. These courses introduce students to key disciplines that support business careers and cover concepts related to general business principles, including accounting, marketing, management and the analytic skills that inform business decision-making.

#### A PROGRAM TO FUEL YOUR FUTURE

Make the most of your transfer coursework by building a foundation in business and specializing in the exciting world of sales and marketing. This bachelor's degree-completion program is designed to give you an essential overview of business and management technology, with the option of focusing on sales and marketing.

#### IS THIS PROGRAM FOR YOU?

Do you have potential transfer credits and an interest in sales, marketing and business? Then this program might be the right fit for you.

## CAREER OPPORTUNITIES

Graduates who complete DeVry's [Bachelor's of Science in Technical Management degree with a specialization in Sales and Marketing](#) may consider, but are not limited to, the following careers:

- Advertising Manager
- Brand Manager
- Customer Service Representative
- Marketing Research Analyst
- Meeting and Convention Planner
- Product Manager
- Digital Marketing Manager
- Email Marketing Specialist
- Industrial Buyer
- Public Relations Specialist
- Sales Manager
- Social Media Marketing Manager

## WHAT YOU'LL LEARN

### ESSENTIALS

- Communicate methods and findings
- Collaborate in a dynamic work environment
- Solve complex problems
- Analyze financial and business-related data

### BUSINESS CORE

- Lead, manage and collaborate in physical and virtual settings
- Explore basic analytical methods for data creation, collection and utilization
- Allocate financial and human resources, manage risk and analyze business opportunities
- Solve complex business problems using numerical and qualitative data
- Use technology to develop business solutions to improve daily operations and long-term strategy

### PROGRAM

- Apply leadership, resource management and conflict management techniques to solve business problems
- Analyze financial and statistical data using spreadsheet and database software
- Utilize core project management principles to create essential documents for effective communication

### SPECIALIZED

- Analyze economical, psychological, cultural and other factors that affect consumer behaviors
- Manage a firm's online presence through digital marketing efforts of creating, managing and promoting an online identity
- Analyze macro-environmental factors to develop effective international marketing strategies
- Understand the role brands play in the customer experience
- Explore current trends and technologies in marketing and their application

## QUICK FACTS

**122**  
CREDIT HOURS  
minimum credit hours required for graduation<sup>1</sup>



### ACCREDITATION MATTERS

DeVry University's Bachelor of Science in Technical Management program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) [www.acbsp.org](http://www.acbsp.org), demonstrating that they have met the standards of business education that promote teaching excellence.

<p>MINIMUM COMPLETION TIME*</p> <p><b>2 years 8 months</b></p>	OR	<p>NORMAL COMPLETION TIME**</p> <p><b>4 years</b></p>
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## ACCELERATE ON YOUR SCHEDULE

Choose the schedule that best fits your goals and commitments. You can earn your **Bachelor's Degree** in as little as **2 years 8 months**.

Or, follow a normal schedule and complete your program in 4 years.

\*Minimum completion time does not include breaks and assumes 3 semesters of year-round, full-time enrollment in 12-19 credit hours a semester per 12-month period.

\*\*Normal completion time includes breaks and assumes 2 semesters of enrollment in 12-19 credit hours per semester per 12-month-period.

<sup>1</sup> 125 for students enrolled at a Pennsylvania location.

# Technical Management | Sales and Marketing

## ESSENTIALS

**40**  
CREDIT HOURS

### COMMUNICATION SKILLS

ENGL112<sup>1</sup> Composition  
ENGL135 Advanced Composition

**Select one**

SPCH275 Public Speaking  
SPCH276 Intercultural Communication ☼

### HUMANITIES

LAS432 Technology, Society, and Culture ☼

**Select one**

ETHC334 Diversity, Equity and Inclusion in the Workplace ☼  
ETHC445 Principles of Ethics

### SOCIAL SCIENCES

ECON312 Principles of Economics  
SOCS185<sup>2</sup> Culture and Society ☼

### MATHEMATICS AND NATURAL SCIENCES

MATH114 Algebra for College Students  
SCI228<sup>3</sup> Nutrition, Health and Wellness with Lab

**Select one**

MATH200 Quantitative Reasoning  
MATH221 Statistics for Decision-Making

### PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD405 Career Development  
COLL148 Critical Thinking and Problem-Solving

## PROGRAM

**34**  
CREDIT HOURS

### MANAGEMENT AND TECHNOLOGY

**One of**  
BIS245 Database Essentials for Business with Lab  
BIS275 Advanced Excel

**One of<sup>6</sup>**  
MGMT404 Project Management  
PROJ404 Project Management for the Profession

### ELECTIVES<sup>4</sup>

Students choose twenty-three (23) credit hours from courses listed in the Course Descriptions section of the academic catalog provided they are not used to meet other graduation requirements, course prerequisites are met and the Elective course area credit hour requirement is satisfied. Students are encouraged to contact a student support advisor regarding elective course options.

The following suggested electives ensure students meet prerequisite requirements. Qualifying prior college coursework not meeting other program requirements may be applied toward elective hours.

ACCT360 Managerial Accounting  
BIAM300 Managerial Applications of Business Analytics  
BIS310 Compliance and Security Management  
BUSN315 Contemporary Business  
BUSN350 Business Analysis  
BUSN369 International Business  
BUSN379 Finance  
GSCM206 Managing Across the Supply Chain  
LEAD335 Cross-Cultural Leadership  
LEAD430 Consulting and Problem-Solving  
MGMT410 Human Resource Management

### SENIOR PROJECT

BUSN460 Senior Project

## BUSINESS CORE

**21**  
CREDIT HOURS

### BUSINESS CORE

BIAM110 Introduction to Business Analytics  
BIS155 Data Analysis with Spreadsheets with Lab  
BUSN115 Introduction to Business and Technology  
BUSN319 Marketing  
COMP100 Computer Applications for Business with Lab  
MGMT303 Principles of Management

**Select one**

ACCT207 Fundamentals of Accounting  
ACCT212 Financial Accounting

## SPECIALIZED

**27**  
CREDIT HOURS

### SALES AND MARKETING

MKTG310 Consumer Behavior  
MKTG340 Digital Marketing Fundamentals  
MKTG410 Advertising and Public Relations  
MKTG435 Marketing Research and Analytics  
MKTG445 Brand Management  
MKTG455 Current Topics in Marketing  
**One of:**  
MKTG425 Personal Selling and Sales Management  
MKTG430 International Marketing  
SBE330 Creativity, Innovation and New Product Development


<sup>1</sup> Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

<sup>2</sup> Students enrolled at a Nevada location must take POLI332 as part of this requirement, the Additional General Education Selection or the Electives.

<sup>3</sup> Students enrolled at a New Jersey location must take PHYS204 to fulfill this requirement.

<sup>4</sup> Students enrolled at a New Jersey location must take 55 semester-credit hours of general education coursework. Fifteen semester-credit hours of general education coursework may be applied to the Electives course area.

### BE AN ACTIVE PART OF AN INCLUSIVE FUTURE

 Customize your curriculum by choosing Diversity, Equity and Inclusion (DE&I) course alternates for your Communication Skills, Humanities and Social Science courses. These course options – denoted by this icon – highlight relevant topics to help empower you to promote an inclusive workplace.

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