

BUSINESS MANAGEMENT – CONCENTRATION IN MARKETING

Bachelor of Science Degree

Quincy College | Academic Division of Professional Programs

Marketing Concentration Description

Through the concentration in marketing, students gain practical, transferable skills that increase their adaptability in a rapidly changing business environment. Students will apply digital marketing and analytics in real-world contexts. In addition, students will evaluate consumer behavior and market conditions to create strategies geared toward organizational success.

Marketing Concentration Outcomes

At the completion of this concentration, the student should be able to meet all Business Management Program Outcomes, as well as the following concentration-specific outcomes:

- Apply fundamental marketing concepts (such as segmentation, targeting, positioning, and the marketing mix) to business strategy.
- Design market research to support all phases of decision-making.
- Create social media marketing strategies to enhance brand engagement and organizational objectives.
- Apply business intelligence and analytical tools to interpret market data and inform strategic decisions.
- Demonstrate professional marketing analysis and recommendations in written and oral format.
- Evaluate the ethical implications of marketing decisions on stakeholder.

ADDITIONAL INFORMATION

(*) Indicates course requires the completion of a prerequisite.

Humanities Electives: Please go to the list of applicable elective courses by field starting page 97.

For Behavioral/Social Science Electives, six credits must be 300-level or above.

Communications Elective: Complete one of the following, ENG 111, SOC 112, or SOC 316.

Computer Elective - CSA 213 Database Management (strongly recommended)

Note: All classes are offered in the fall and the spring unless otherwise designated:

F=Class is only offered in the Fall

S=Class is only offered in the Spring

Course / Credit Information

General Education Requirements 40 credits	Credits
Computer Science	3 credits
ENG 101 English Composition I	3 credits
ENG 102 English Composition II*	3 credits
History/Government	3 credits
IDS 167 First Year Seminar	3 credits
Math MAT 101 permitted	3 credits
Natural Science w/ Lab	4 credits
Social Science/Psychology	3 credits
Humanities Electives	6 credits
Behavioral Science/Social Sciences Electives	9 credits

Program Requirements – 81 credits total	Credits
ACC 101 Accounting I	3 credits
ACC 102 Accounting II*	3 credits
BUS 101 Fundamentals of Business	3 credits
BUS 220 Business Ethics	3 credits
BUS 350 Global Business I: Strategic Planning and Decision Making* (S)	3 credits
BUS 450 Global Business II: Cross Cultural Management*	3 credits
BUS 401 Organizational Behavior* (F)	3 credits
ECO 201 Microeconomics	3 credits
ECO 202 Macroeconomics	3 credits
FIN 320 Principles of Finance*	3 credits
LAW 301 Business Law for Managers* (F)	3 credits
MAT 107 Statistics	3 credits
MGT 201 Principles of Management	3 credits
MGT 360 Operations & Logistics Management*¹ (S)	3 credits
MGT 401 Leadership Strategies* (S)	3 credits
MGT 430 Senior Capstone* (S)	3 credits
MKT 202 Principles of Marketing	3 credits
MKT 301 Marketing Management* (F)	3 credits
MKT 320 Consumer Behavior	3 credits
MKT 330 Social Media Marketing (S)	3 credits
MKT 410 Market Research	3 credits
Communication Elective	3 credits
Computer Science Elective	3 credits
200-Level Program Electives (see below)	6 credits
Open Electives	9 credits

Total credits required for graduation 121 credits

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200-Level Program Electives	Credits
BUS 202 Principles of Customer Service (F)	3 credits
MKT 201 Principles of Advertising (S)	3 credits
MKT 202 Principles of Marketing (F)	3 credits
EXP 297 Internship I	3 credits

Minors

Minors are designed to provide baccalaureate students with knowledge and skills in a field other than their majors, that may lead to a post-graduation competitive advantage. Bachelor's students who have earned a minimum of 45 credits and have an overall GPA of 2.0 or higher are eligible. The *Request for Minor Form* must be completed and submitted to the Registrar. To be able to complete your minor within 120 credits (minimum credits required for a major), students are strongly recommended to meet with an Academic Advisor for course planning prior to declaring a minor.

The minimum number of credits for a minor is 18. A maximum of two courses required for the major (including the general education) can be used toward a minor, and open electives may be used to satisfy the remaining of the minor requirements.

Successful completion of a minor requires a grade of C or higher in all courses of that minor. A minor must be completed at the time of the bachelor's degree and will be so noted on the student's transcript. A student cannot be readmitted to complete only a minor.

. MINOR IN COMPUTER SCIENCE

The minor in Computer Science is designed to provide bachelor students in other disciplines with a foundation of knowledge and skills in programming, networking, database management, and general computer science. Students will develop competencies needed to analyze, design, implement, and assess computing solutions using various programming languages and technologies

MINOR COMPUTER COURSES	Credits
CSI 104 Introduction to Programming with Python	3 credits
CSI 107 C++ Programming	3 credits
CSI 244 Networking I	3 credits
CSA 213 Database Management	3 credits
EXP 397 Internship II	3 credits
Program Elective (Choose one course below) - CSI 213 Advanced C++ Programming - CSA 227 Website Design - CSI 226 Unix with Linux - CSI 217 Introduction to Operating Systems - CSI 311 Computer Organization	3 credits
Total Credits Required for Minor	18 credits

MINOR IN PSYCHOLOGY

The minor in Psychology is available to bachelor students in other disciplines and is focused on enhancing the understanding of human behavior. Students will develop versatile skills in communication, critical thinking, and ethical reasoning that employers increasingly value across all professional sectors.

MINOR PSYCHOLOGY MINOR	Credits
PSY 101 General Psychology	3 credits
PSY 215 Abnormal Psychology	3 credits
PSY 216 Growth and Development	3 credits
PSY 221 Health Psychology	3 credits
PSY 330 Social Psychology	3 credits
PSY 311 Cognition	3 credits
Total Credits Required for Minor	18 credits

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COURSE FLOW

Semester 1	Credits	Pre-Requisites
ACC 101 Accounting I	3 credits	
BUS 101 Fundamentals of Business	3 credits	
Computer Science	3 credits	
ENG 101 English Composition I	3 credits	
IDS 167 First Year Seminar	3 credits	
Total	15 credits	

Semester 2	Credits	Pre-Requisites
ACC 102 Accounting II	3 credits	ACC 101
BUS 220 Business Ethics	3 credits	
ENG 102 English Composition II	3 credits	ENG 101
Computer Science Elective	3 credits	
Math	3 credits	
Total	15 credits	

Semester 3	Credits	Pre-Requisites
ECO 202 Macroeconomics	3 credits	
History/Government	3 credits	
MGT 201 Principles of Management	3 credits	
Natural Science w/ Lab	4 credits	
MKT 202 Principles of Marketing	3 credits	
Total	16 credits	

Semester 4	Credits	Pre-Requisites
Communications Elective	3 credits	
ECO 201 Microeconomics	3 credits	
MAT 107 Statistics	3 credits	
MKT 320 Consumer Behavior	3 credits	
Social Science/Psychology	3 credits	
Total	15 credits	

Semester Path

Recommended course of study for a full-time student. It is recommended that students speak to an Academic Advisor before registering for courses each semester.

Student Resources

Academic Advising
617-984-1720

Dean's Office of Liberal Arts & Professional Programs
617-405-5920

Dean's Office of Allied Health & Natural Science
617-405-5960

Dean's Office of Nursing
617-405-5990

Financial Aid Office
617-984-1620

Registrar's Office
617-984-1650

Student Accessibility and Academic Support Services
617-405-5915

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COURSE FLOW (Cont.)

Semester 5	Credits	Pre-Requisites
FIN 320 Principles of Finance	3 credits	ACC 102, MAT 103 (or above)
MKT 301 Marketing Management	3 credits	ENG 102 Required, MKT 202 Recommended
LAW 301 Business Law for Managers	3 credits	ENG 102, BUS 101
Social Science/Behavioral Science Elective †	3 credits	
MKT 330 Social Media Marketing	3 credits	
Total	15 credits	

† Social Science/Behavioral Science Electives: Six credits must be 300 level or above from the list of Behavioral Science/Social Science Electives starting page 101.

Semester 6	Credits	Pre-Requisites
BUS 350 Global Business I: Strategic Planning & Decision Making	3 credits	FIN 320 recommended; MKT 301
MGT 360 Operations & Logistics Management	3 credits	MGT 201, ECO 201, ECO 202, MAT 107
Social Science/Behavioral Science Elective †	3 credits	
MKT 410 Market Research	3 credits	
Open Elective	3 credits	
Total	15 credits	

Semester 7	Credits	Pre-Requisites
BUS 450 Global Business II: Diversity, Equity & Inclusion	3 credits	BUS 350
BUS 401 Organizational Behavior	3 credits	MGT 201
Open Elective	3 credits	
Humanities Elective	4 credits	
Social Science/Behavioral Science Elective †	3 credits	
Total	14 credits	

Semester 8	Credits	Pre-Requisites
MGT 401 Leadership Strategies	3 credits	ENG 102 and MGT 201 Required; BUS 401 Strongly Recommended
MGT 430 Senior Capstone	3 credits	All 100, 200 & 300-level required courses
Humanities Elective	3 credits	
Program Elective	3 credits	
Open Elective	3 credits	
Total	15 credits	