

MARKETING MAJOR (B.S.)

<https://cps.unh.edu/online/program/bs/marketing>

Description

The Marketing degree provides a strong foundation in the key knowledge areas of the field. Studies combine essential business courses with specialized learning in such topics as global marketing, consumer behavior, branding, and social media. Graduates will be prepared to deploy creative and data-driven approaches to advance organizational objectives and business strategy.

Requirements

Degree Requirements

Minimum Credit Requirement: 120 credits

Minimum Residency Requirement: 30 credits must be taken at UNH

Minimum Cumulative GPA: 2.0 is required for conferral*

Core Curriculum Required: General Education Program

Major, Option and Elective Requirements as indicated.

**GPA: Major and any state certification GPA requirements may be higher and are indicated in program details.*

A minimum grade of C- is required in all Major coursework. Some programs may have higher grade requirements for Major coursework as noted in the Major requirements section below. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor, and General Education requirements with only 8 credits overlapped between the Major and Minor. Please note that Option requirements are considered part of the Major. Students must complete 16 upper-level credits in majors within the College of Professional Studies, Online.

General Education Program Requirements

A minimum grade of D- is required in all General Education coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor and General Education requirements with only 8 credits overlapped between the Major and Minor.

All General Education requirements must be taken prior to the capstone.

Code	Title	Credits
ENG 420	The Writing Process	4
COM 460	Interpersonal Communication and Group Dynamics	4
COM 480	Visual Communication	4
CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		4
MTH 402	Math for Our World	
MTH 504	Statistics	
MTH 510	Pre-Calculus	
Knowledge of Human Behavior & Social Systems		4
Knowledge of the Physical & Natural World		4
Knowledge of Human Thought & Expression		4
CRIT 602	Advanced Critical Analysis and Strategic Thinking	4
IDIS 601A	Interdisciplinary Seminar: Being Happy	4
or IDIS 601B	Interdisciplinary Seminar: Business of Beer	

or IDIS 601C	Interdisciplinary Seminar: Paranormal Activities
Total Credits	40

Writing Program Requirements

All bachelor's degree candidates are required to complete four writing intensive courses as part of the University Writing Program Requirements as follows:

Code	Title	Credits
ENG 420	The Writing Process	
One Writing Intensive course in the Major		
One Writing Intensive course at the 600-level or above		
One Additional Writing Intensive Course		

Writing Intensive courses are identified with the label "Writing Intensive Course" in the "Attributes" section of the course description and/or a W following the course number.

Major Requirements

Prior to capstone enrollment, students are expected to complete the majority of their required major courses along with CRIT 602 Advanced Critical Analysis and Strategic Thinking and IDIS 601 . Students should consult with their advisor regarding specific major courses that may be completed with their capstone. Academic Advisor approval is required for registration to be processed.

Code	Title	Credits
Major in Marketing		
<i>Foundation Courses</i>		
APST 405	Career Development and Planning	2
ART 512	Fundamentals of Design	4
CMPL 402	Excel	2
MGMT 569	Budget Management	4
MKT 510	Principles of Marketing	4
<i>Intermediate Courses</i>		
COM 647	Writing for Visual Media	4
DAT 510	Introduction to Data Analytics	4
MKT 517	Consumer Behavior	4
MKT 600	Social Media Marketing	4
<i>Advanced Courses</i>		
MKT 612	Agile Marketing	4
MKT 615	Digital Storytelling and Brand Management	4
MKT 618	Sales Management	4
MKT 645	Marketing Research	4
MKT 720	Digital Advertising	4
MKT 723	Marketing Design and Usability	4
<i>Integrative Capstone</i>		
MGMT 795	Integrative Capstone: Industry-Based Internship	4
or MGMT 797	Integrative Capstone: Industry-Based Project	
or MGMT 798	Integrative Capstone: Strategic Management Experience	
Total Credits		60

Electives

Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student's general education, major, option or minor. Students will need 120 credits total to graduate with a bachelor's degree from the Online Division of the College of Professional Studies.

Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH CPS Online undergraduate students should develop individual academic plans with their academic advisor during their first year at UNH.

Sample Course Sequence

First Year

Fall		Credits
APST 405	Career Development and Planning	2
CMPL 402	Excel	2
ENG 420	The Writing Process	4
MKT 510	Principles of Marketing	4
General Education Course		4
Credits		16

Spring

COM 460	Interpersonal Communication and Group Dynamics	4
CRIT 501	Introduction to Critical Inquiry	4
MTH 402	Math for Our World	4
or MTH 504	or Statistics	
or MTH 510	or Pre-Calculus	
General Education Course		4
Credits		16

Second Year

Fall		Credits
ART 512	Fundamentals of Design	4
COM 480	Visual Communication	4
MGMT 569	Budget Management	4
Elective		4
Credits		16

Spring

DAT 510	Introduction to Data Analytics	4
MKT 517	Consumer Behavior	4
General Education Course		4
Elective		4
Credits		16

Third Year

Fall		Credits
CRIT 602	Advanced Critical Analysis and Strategic Thinking	4
MKT 600	Social Media Marketing	4
MKT 612	Agile Marketing	4
MKT 615	Digital Storytelling and Brand Management	4
Credits		16

Spring

COM 647	Writing for Visual Media	4
Elective		4
MKT 618	Sales Management	4
MKT 723	Marketing Design and Usability	4
Credits		16

Fourth Year

Fall

IDIS 601		4
MKT 645	Marketing Research	4
MKT 720	Digital Advertising	4
Elective		4

Credits

16

Spring

MGMT 795	Integrative Capstone: Industry-Based	4
or MGMT 797	Internship	
or MGMT 798	or Integrative Capstone: Industry-Based Project	
	or Integrative Capstone: Strategic Management Experience	

Elective		4
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Credits

8

Total Credits

120

Student Learning Outcomes

Program Learning Outcomes

- Identify the activities/issues in marketing that may present ethical challenges and articulate the consequences associated with the unethical behavior.
- Apply relevant marketing theories and models to contemporary marketing issues and professional practice.
- Recognize the role of marketing in today's global society.
- Demonstrate multi-channel communication skills including oral, written, audio/visual and digital.
- Identify and analyze contemporary marketing problems and situations.
- Collect, review, and analyze consumer and sales data to make informed marketing decisions.