

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.

The Business Core coursework introduces students to contemporary workplace applications. In each course, the learning experience is enhanced through activities that help students apply the course material, while shaping future education and career choices.

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
- Apply appropriate technologies

BUSINESS CORE

- Lead, manage and collaborate in physical and virtual settings
- 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
- Apply managerial theories and techniques to improve organizational performance and foster continuous improvement
- Effectively communicate business information to varying audiences through varying media

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
- Maintain media and public relations to effectively build consumer satisfaction in advertising efforts
- Analyze macro-environmental factors to develop effective international marketing strategies

QUICK FACTS

122
CREDIT HOURS
minimum credit hours
required for graduation¹

2 + 8
YEARS MONTHS
minimum length to graduation²

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, demonstrating that they have met the standards of business education that promote teaching excellence.

MICROSOFT OFFICE PRODUCTIVITY TOOLS



To ensure you have a robust learning experience, as part of your program, you will use the latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.

APPLIED SKILLS IN BUSINESS ADMINISTRATION

APPLIED SKILLS

Grow your experience with business applications and how they work in today's marketplace. Our technology focus is applied throughout your program to offer you exposure to tools that enhance effectiveness and collaboration in the digital age.



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 options highlight relevant topics to help empower you to promote an inclusive workplace.

¹ 125 for students enrolled at a Pennsylvania location.

² Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/online-programs.html>.

Technical Management | Sales and Marketing

ESSENTIALS

40
CREDIT HOURS

COMMUNICATION SKILLS¹

ENGL112 ²	Composition
ENGL135	Advanced Composition

HUMANITIES^{3,4}

LAS432	Technology, Society, and Culture ☺
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Select one

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

SOCIAL SCIENCES

ECON312	Principles of Economics
SOCS185 ⁵	Culture and Society ☺

MATHEMATICS AND NATURAL SCIENCES

MATH114	Algebra for College Students
MATH221	Statistics for Decision-Making
SCI228 ⁶	Nutrition, Health and Wellness with Lab

ADDITIONAL GENERAL EDUCATION SELECTION

Select one

SPCH275	Public Speaking
SPCH276	Intercultural Communication ☺

PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD405	Career Development
COLL148	Critical Thinking and Problem-Solving

☺ This icon indicates Diversity, Equity & Inclusion Courses

¹ 7 for students enrolled at a New Jersey location.

² Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

³ Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.

⁴ 9 for students enrolled at a Pennsylvania location.

⁵ Students enrolled at a Nevada location must take POLI332 as part of this requirement, the Additional General Education Selection or the Electives.

⁶ Students enrolled at a New Jersey location may take PHYS204 or SCI200 to fulfill this requirement.

BUSINESS CORE

18
CREDIT HOURS

BUSINESS CORE

ACCT212	Financial Accounting
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

PROGRAM

37
CREDIT HOURS

MANAGEMENT AND TECHNOLOGY

BIS245	Database Essentials for Business with Lab
MGMT404	Project Management

ELECTIVES⁷

Two of:

ACCT360	Managerial Accounting
BIAM110	Introduction to Business Analytics
BUSN379	Finance
MGMT408	Management of Technology Resources

Five of:

BUSN278	Budgeting and Forecasting
BUSN369	International Business
BUSN412	Business Policy
GSCM206	Managing Across the Supply Chain
MGMT410	Human Resource Management
SEC310	Principles and Theory of Security Management

SENIOR PROJECT

BUSN460	Senior Project
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SPECIALIZED

27
CREDIT HOURS

SALES AND MARKETING

MKTG310	Consumer Behavior
MKTG320	Market Research
MKTG340	Digital Marketing Fundamentals
MKTG410	Advertising and Public Relations
MKTG425	Personal Selling and Sales Management
MKTG430	International Marketing
SBE330	Creativity, Innovation and New Product Development

⁷ 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

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