

Online Bachelor of Science in Marketing

120 Credit Hours

Admission Requirements:

- Submit official high school and/or college transcripts.
- Complete the online program application accompanied by a non-refundable processing fee.
- Students are not required to submit ACT or SAT test scores.

Cost:

- Per Credit Hour - \$395
- A \$300 resource fee will be administered per part of term.
- Total cost of degree program will vary depending on transfer credits.



Graduation Requirements:

Students must earn a 2.5 GPA or higher for all courses taken at ACU and at least a "C" in each business course.



Locked-In Tuition

Once you enroll in a bachelor's degree program at ACU Online, our Locked-In Tuition plan guarantees you'll pay the same price for your entire program.

Job Outlook in Texas:



92,737 Jobs

Open in 2020*



371,041

Unique Postings (9/16-12/21)



\$77,200 per year

Median Earnings

Acquired Skills:

Top Hard Skills

- Marketing
- Computer Science
- Agile Methodology
- Business Development

Top Common Skills

- Communications
- Management
- Sales
- Leadership

*Filtered by the proportion of the national workforce in these occupations with a Bachelor's degree.
Source Emsi Analyst 2022.

Major Requirements:

BUSINESS FOUNDATIONS

ACCT 210: Financial Accounting Introduction to financial accounting. Emphasis given to corporate financial statements, their preparation, and their use in decision making by persons outside the organization. Incorporates identifying, analyzing, measuring, recording and communication of financial information.

ACCT 211: Managerial Accounting Introduction to managerial accounting. Emphasis is given to the development and analysis of accounting information used by managers in manufacturing and service businesses. Topics include managerial concepts, cost behavior principles, relevance of information, product costing techniques, and planning and control. Prerequisite: ACCT 210 with a grade of "C" or better.

BLAW 363: Legal Environment of Business Study of court system, sources of law, contracts, property, and regulation of business.

ECON 260 or 261: Principles of Macroeconomics or Principles of Microeconomics (*Macro*) Supply and demand, the framework of the free enterprise system, national income accounting, unemployment and inflation, fiscal policy and public debt, monetary system and monetary policy, international trade, economic growth, and selected concepts of business ethics. (*Micro*) Economics of the firm and industry; supply and demand; revenue and costs; profits; consumer behavior; markets; the price system; the role of government; inequality; and comparative economic systems.

FIN 310: Financial Management Financial analysis, capital budgeting, working capital management, sources and forms of long-term financial structure, the cost of capital, and dividend policy.

IS 322: Business Statistics Survey of methods of collection, analysis, presentation, and interpretation of business information. Includes methods of sampling, uses of averages, construction of graphs, index numbers, probability, distributions, hypothesis testing, analysis of variance, chi-square, and correlation and regression analysis. Requires the use of contemporary statistical software in a business context.

IS 324: Management Information Systems A comprehensive study of organizational needs for information and an introduction to the integrated management information system. Information is studied as an organizational resource. The creation and distribution of managerial and accounting information and the management of that resource are stressed. Operational, tactical and strategic information systems are analyzed.

MGMT 330: Management and Organizational Behavior An introduction to the process of managing and working effectively with people. Emphasis is given to clarifying and sharpening management values, knowledge, and skills with special focus on decision making, leadership, ethics, and quality.

MGMT 438: Global Strategy Strategic analysis and decision making, including internal and external analysis, planning, and resource management. Examines the challenges of competing in a rapidly globalizing marketplace with an emphasis on how cultural, ethnic, and environmental differences impact a firm's ability to succeed.

MKTG 320: Principles of Marketing Overview of the marketing functions, marketing concept, marketing research, marketing ethics, market segmentation, target marketing, product, price, promotion and distribution strategies.

General Concentration Requirements:

MKTG 342: Consumer Behavior The buyer as a problem solver; buying decision process: factors influencing behavior, principles, theories, and models. Data developed by behavioral science is employed to discern and explain consumer behavior. Emphasis is placed on integrating this data into current marketing practices.

Choose 9 Hours of MKTG 300-499 or MGMT 390 (Innovation)

Choose 9 Hours of ACCT, BLAW, BUSA, ECON, FIN, IS, MGMT, MKTG 100-499 or CS 115 or IT 220

Analytics Concentration Requirements:

CS 115: Introduction of Programming Using Scripting An introduction to computer programming using a scripting language such as Python or PHP, with an emphasis on problem solving and logic. Topics include: variables and constants, arithmetic operations, data input and output, Boolean logic, conditional and iterative program control structures, user-defined functions, simple algorithm design, and debugging strategies.

IT 220: Introduction to Databases and Database Management Systems A survey of the logical and physical organization of data and their importance in computer processing. Introduces data models, relational database design, and associated ideas. Compares modern DBMS software. Examines data as a strategic organizational resource. Students develop the basic SQL scripting skills necessary to create tables, queries, forms, and reports. Provides initial training towards professional database certification.

MKTG 342: Consumer Behavior The buyer as a problem solver; buying decision process: factors influencing behavior, principles, theories, and models. Data developed by behavioral science is employed to discern and explain consumer behavior. Emphasis is placed on integrating this data into current marketing practices.

MKTG 432: Data Mining Survey of the emerging technologies used to uncover patterns and associations in large databases for improved decision making in the marketing arena.

Choose 3 Hours MKTG 300-499 or MGMT 390 (Innovation)

Choose 3 Hours of ACCT, BLAW, BUSA, ECON, FIN, IS, MGMT, MKTG 300-499

Choose 3 Hours of ACCT, BLAW, BUSA, ECON, FIN, IS, MGMT, MKTG 100-499

ELECTIVES

16 hours of electives.

GENERAL EDUCATION/UNIVERSITY REQUIREMENTS:

56 hours of general education and university requirements are needed to fulfill this degree. Specific courses will be determined based on a student's incoming transfer credits.