

MARKETING BACHELOR OF SCIENCE

ALL BUSINESS MAJORS

BUSINESS CORE

48 credits

MARKETING PROGRAM REQUIREMENTS

24 credits

ACCT 210	Principles of Accounting I	3 credits
ACCT 211	Principles of Accounting II	3 credits
BADM 102	Professional Development and Planning	1 credit
BADM 220	Business Statistics	3 credits
BADM 244	Business Communications	3 credits
BADM 310	Business Finance	3 credits
BADM 350	Legal Environment of Business	3 credits
BADM 360	Organization and Management	3 credits
BADM 370	Marketing	3 credits
BADM 457	Business Ethics	3 credits
BADM 459	Analytics	3 credits
BADM 482	Business Policy and Strategy	3 credits
CSC 273	Spreadsheet Data Analysis	3 credits
ECON 201	Principles of Microeconomics	3 credits
ECON 202	Principles of Macroeconomics	3 credits
IDL 190	First Year Seminar	2 credits
MIS 325	Management Information Systems	3 credits

BADM 403	Integrated Marketing Communications	3 credits
BADM 471	Marketing Management	3 credits
BADM 475	Consumer Behavior	3 credits
BADM 476	Marketing Research	3 credits
BADM 478	International Marketing	3 credits

Choose emphasis:

Marketing Management
Digital Marketing
Public Relations
Digital Media



Northern State University
College of Professional Studies | School of Business
Aberdeen, South Dakota | 605-626-2400
business@northern.edu | northern.edu

Unleash
YOUR POTENTIAL

MARKETING EMPHASES

DIGITAL MEDIA

The Digital Media specialization offers students the opportunity to learn the skills needed to produce creative digital content and write engaging captions needed in marketing, especially social media marketing.

Course	Credit
Choose three:	
BADM 378 Marketing for E-Commerce	3
ARTD 113 Introduction to Digital Media	3
ARTD 231 Graphic Design I	3
ARTD 333 Web Design I	3
ARTD 338 Digital Video Design I	3
	9

DIGITAL MARKETING

The Digital Marketing specialization offers students the opportunity to better understand integration of technology and use of data to gain insight into customers' motivations, preferences and behaviors.

BADM 378 Marketing for E-Commerce	3
MIS 385 Data Mining	3
MIS 480 Business Intelligence	3
	9

MARKETING MANAGEMENT

The Marketing Management specialization offers students the opportunity to better understand the art and science of choosing, getting, keeping, and growing customers by creating and delivering superior customer value.

Choose three:	
BADM 378 Marketing for E-Commerce	3
BADM 379 Logistics	3
BADM 404 Not-For-Profit Marketing	3
BADM 432 Customer Relationship Management	3
BADM 473 Retail Management	3
	9

PUBLIC RELATIONS

The Public Relations specialization offers students the opportunity to better understand communication which is a key component of marketing, along with market research and customer service.

Choose three:	
BADM 378 Marketing for E-Commerce	3
SPCM 150 Introduction to Public Relations	3
ENGL 302 Hypertext Writing	3
OR MCOM 210 Basic Newswriting	3
SPCM 223 Mass Communications	3
OR SPCM 410 Organizational Communication	3
	9

Suggested Double Majors: Accounting, Art, Banking and Financial Services, Finance, German, International Business, Management, Management Information Systems, Music, Musical Theater, Psychology, Spanish, Sociology, Sport Marketing and Administration

Suggested Minors: Accounting, Agribusiness (*jointly with SDSU*), Art, Banking and Financial Services, Chinese, Digital Art, Economics, Entrepreneurial Studies, German, Human Resource Management, International Business Studies, Management Information Systems, Psychology, Political Science, Sociology, Spanish, Sport Management, Theatre