



MEMORANDUM

To: Julio Frenk
University President

From: Linda L. Neider
Chair, Faculty Senate

Date: February 21, 2020

Subject: Faculty Senate Legislation #2019-50(B) – Curriculum Change in Bachelor of Science in Business Administration (BSBA) in Marketing Degree Program – Miami Herbert Business School

The Faculty Senate, at its February 19, 2020 meeting, had no objections to the approval of the Miami Herbert Business School’s curriculum change to the BSBA marketing program. This curriculum change will be an increase in the major from 18 to 21 credit hours. The credit hours will increase by: Adding MKT 369 as a required course, and requiring two of the following four STEM-designated classes: MKT 311, MKT 370, MKT 371, and MKT 372. They have also changed the area of knowledge from People and Society to STEM. This change will reflect current trends in the marketing field.

The proposal is enclosed for your reference.

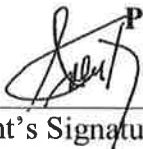
This legislation is now forwarded to you for your action.

LLN/ss/rh

cc: Jeffrey Duerk, Executive Vice President and Provost
John Quelch, Dean, Miami Herbert Business School
Michael Tsiros, Chair, Marketing Department, Miami Herbert Business School
Caglar Irmak, Associate Professor, Marketing, Miami Herbert Business School

CAPSULE: Faculty Senate Legislation #2019-50(B) – Curriculum Change in Bachelor of Science in Business Administration (BSBA) in Marketing Degree Program – Miami Herbert Business School

PRESIDENT’S RESPONSE

APPROVED:  DATE: 3/10/20
(President’s Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: John Quelch, Dean, Business School

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

Program Change Request

Date Submitted: 01/21/20 1:03 pm

Viewing: **MKTG_BSBA : B.S.B.A. in Marketing**

Last edit: 01/31/20 3:34 pm

Changes proposed by: Patty Murphy (pxm491)

Catalog Pages Using
this Program

[B.S.B.A. in Marketing](#)

- Download the current
- Describe any
- Describe how
- current faculty
- Explain how and

Please list the authors of this proposal including name, rank/title, program/department, and school.

Proposer(s) Name

Michael Tsiros
 Professor
 Chair, Marketing Department
 Miami Herbert Business School
 305-284-5950
 tsiros@miami.edu

Change Type All Other Changes

Provide a brief
summary of the
change

1. Increasing the major from 18 to 21 credit hours by:
 - A. Adding MKT 369, Marketing Analytics as a required course; and
 - B. Adding requiring two of the following four STEM-designated classes:
 - MKT 311 Pricing
 - MKT 370 Cases in Marketing Analytics
 - MKT 371 Applications in Artificial Intelligence in Marketing

In Workflow

1. PG Assessment and Accreditation
2. PG FS Office for UCC
3. PG University Curriculum Committee
4. PG FS Office for GWC
5. PG FS GWC
6. PG Faculty Senate
7. PG FS Office for President
8. PG Registrar

Approval Path

1. 01/21/20 3:20 pm
Patty Murphy (pxm491): Approved for PG Assessment and Accreditation
2. 01/28/20 1:44 pm
Robyn Hardeman (rhardeman): Approved for PG FS Office for UCC
3. 01/29/20 4:26 pm
David Chin (dchin1): Approved for PG University Curriculum Committee

-MKT 372 Text and Image Analysis for Marketing

2. Changing Area of Knowledge from People and Society to STEM

Career Undergraduate

Academic Structure

School/ College	Department
Miami Herbert Business School	Marketing

Plan Type Major and/or Degree

Who can take this program? **Any Students in this College/School**

Degree Type Bachelor's

Degree Name **Bachelor of Science in Business Administration**

Proposed Plan Code

Plan Name B.S.B.A. in Marketing

Will there be any subcomponents within the program such as concentrations, specializations, thesis/non-thesis options, or tracks?

No

Effective Term Fall 2020

First Term Valid Fall 2020

Program Instruction Mode In Person

Where is the program offered?	Location	Please provide the % of instruction at each location.
	Coral Gables Campus	100

Program Length (Years) 4

Total Credits 120

Areas of Knowledge

~~People & Society~~

STEM

To Be Published in the Academic Bulletin

Program Overview

Major Area of Specialization in Marketing **(STEM)** ~~(People & Society)~~

The Marketing major area of specialization provides business students with an understanding of the basic concepts of marketing with an emphasis on emerging techniques and technologies. This major area of specialization prepares students to practice marketing in a changing competitive environment. Specifically, it covers the 4 Ps of marketing (i.e., product/service, price, promotion and place/distribution) from a managerial perspective. Additionally, the marketing program of study is flexible, allowing students to concentrate on specific areas of professional pursuit such as sales management, advertising, retailing, or marketing research.

Program Mission Statement

Mission

To develop innovative ideas and principled leaders that transform global business and society.

Program Goals

Goals

A program of study in marketing offers business students a comprehensive understanding of such topics as:

Marketing's critical role within organizations;

Identification of markets for products and services through better understanding and analysis of consumers' wants and needs;

The nature of global competition and identification of viable competitive strategies;

Methods used in planning and implementing marketing strategies.

Student Learning Outcomes

Student Learning Outcomes

BBA/BSBA graduates will be critical thinkers, able to select and apply appropriate models, tools, and techniques, and frameworks to enable them to render analytically sound business decisions.

BBA/BSBA graduates will be able to identify, analyze and resolve ethical issues in business scenarios.

BBA/BSBA graduates will demonstrate professional written communication skills.

BSBA graduates will have strong technical skills.

Curriculum Requirements

Curriculum Requirements

In addition to satisfying the University General Education Requirements and Electives, students pursuing the BSBA in Marketing must complete the BSBA Business Core and the specific coursework for the Marketing major area of specialization as follows:

Course List

Code	Title	Credit Hours
University General Education Requirements 1 , 2		
<u>ENG 105</u>	English Composition I	3
<u>ENG 106</u>	English Composition II 3	3
<u>UMX 100</u>	The University of Miami Experience	0
Arts and Humanities Cognate Courses		
People & Society Cognate Courses		
Electives		
BSBA Business Core Requirements 1		
<u>ACC 211</u>	Principles of Financial Accounting	3
or <u>ACC 221</u>	Accelerated Principles of Financial Accounting	
<u>ACC 212</u>	Managerial Accounting	3
or <u>ACC 222</u>	Accelerated Managerial Accounting	
<u>BSL 212</u>	Introduction to Business Law	3
<u>BTE 210</u>	Fundamentals of Business Technology and Innovation	3
<u>BTE 320</u>	Introduction to Programming	3
<u>BUS 150</u>	Business Analytics	3
<u>BUS 300</u>	Critical Thinking and Persuasion for Business 3	3
<u>ECO 211</u>	Principles of Microeconomics	3
<u>ECO 212</u>	Principles of Macroeconomics	3
<u>FIN 302</u>	Fundamentals of Finance	3
<u>MAS 311</u>	Applied Probability and Statistics (minimum grade of C- required)	3
<u>MAS 312</u>	Statistical Methods and Quality Control	3
<u>MTH 161</u>	Calculus I (minimum grade of C- required)	4
<u>MTH 162</u>	Calculus II	4
<u>MGT 100</u>	Managing for Success in the Global Environment	3
<u>MGT 303</u>	Operations Management	3
<u>MGT 304</u>	Organizational Behavior	3
<u>MGT 401</u>	Strategic Management (must be taken in the final semester)	3
<u>MKT 201</u>	Foundations of Marketing	3
or <u>MKT 301</u>	Marketing Foundations	
Quantitative Choice - Select one of these suggested courses approved by the academic advisor - check pre-requisites: 3		
<u>BTE 324</u>	Object-Oriented Programming	
<u>BTE 423</u>	Database Management Systems	
<u>ECO 430</u>	Applied Econometrics	
<u>ECO 510</u>	Mathematical Economics and Applications	
<u>MAS 342</u>	Introduction to Optimization and Decision Making	
<u>MAS 442</u>	Stochastic Models in Operations Research	
<u>MAS 547</u>	Computer Simulation Systems	
<u>MGT 445</u>	Supply Chain Modeling and Analysis	
<u>MGT 446</u>	Supply Chain Strategy	
Major Area of Specialization in Marketing 4 , 5		
<u>MKT 201</u>	Foundations of Marketing (taken as part of the Business Core; pre-requisite for all other MKT courses)	

Code	Title	Credit Hours
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or MKT 301 Marketing Foundations

<u>MKT 302</u>	Marketing Research and Market Analysis (pre-requisites <u>MKT 201/MKT 301</u> & <u>MAS 202</u> or <u>MAS 312</u>)	3
<u>MKT 369</u>	Marketing Analytics (prerequisites <u>MKT 201/MKT 301</u> and <u>MAS 202</u> or <u>MAS 312</u>)	3
<u>MKT 403</u>	Marketing Management (pre-requisite <u>FIN 302</u> and pre- or co-requisite of <u>MKT 302</u>)	3

Major Choice Courses - Select three MKT courses (9 credit hours). At most, one course (3 credit hours) identified as People and Society may be selected from the available choice courses. 9

STEM-Designated Courses - Select at least two courses from this area.

<u>MKT 311</u>	Pricing
<u>MKT 370</u>	Cases in Marketing Analytics - COURSE PROPOSAL IN PROGRESS
<u>MKT 371</u>	Application of Artificial Intelligence in Marketing
<u>MKT 372</u>	Text and Image Analysis for Marketing
<u>MKT 499</u>	Special Topics in Marketing (STEM Topics)

People and Society-Designated Courses - At most, one course may be selected from this area.

<u>MKT 310</u>	Consumer Behavior and Marketing Strategy
<u>MKT 320</u>	Retailing
<u>MKT 340</u>	Professional Selling
<u>MKT 350</u>	Luxury Marketing
<u>MKT 360</u>	International Marketing
<u>MKT 361</u>	Brand Content Management
<u>MKT 380</u>	New Product Development
<u>MKT 385</u>	Marketing for Entrepreneurs
<u>MKT 386</u>	Advertising Management
<u>MKT 387</u>	Digital Marketing
<u>MKT 388</u>	Health Care Marketing
<u>MKT 389</u>	Fundamentals of Digital Marketing Analytics
<u>MKT 469</u>	International Marketing Management (pre-requisite of <u>MKT 360</u> and pre- or co-requisite of <u>MKT 302</u>)
<u>MKT 498</u>	Special Topics in Marketing (People and Society)

Total Credit Hours 120

1 NOTE: ENG 105 and ENG 106, or their equivalents, must be completed prior to attaining junior year classification, per the University General Education Requirements. Additionally, all 100 and 200-level Business Core courses must be completed by the end of the fifth semester of college work or during the semester in which the student is completing 75 credit hours.

2 At least one course with an international focus must be completed within the degree requirements. The appropriateness of the course is determined by the academic advisor.

3 Students who do not earn at least a C- in ENG 106 must either repeat ENG 106 and earn at least a C- or complete ENG 230 with at least a C- before enrolling in BUS 300.

4 In order to pursue a major area of specialization in Marketing, a student must earn a grade of "B" (grade point of 3.0) or higher in MKT 201/MKT 301 (note that a grade of B- does not qualify).

5 All specific coursework for the major area of specialization in Marketing must be completed with a grade of "C-" or higher (except for the minimum "B" grade required for MKT 201/MKT 301 as noted). A minimum cumulative GPA of 2.5 is required for all specific coursework taken in the major area of specialization. All graded departmental courses in Marketing will be calculated into the major GPA.

All courses must be completed within the current pre-requisite structure.

6 MKT 201 is intended for freshman business students only. MKT 301 is an equivalent course, but is intended for students at the sophomore level or higher. Students may not take both MKT 201 and MKT 301.

Plan of Study

Sample Plan of Study

This Sample Plan of Study represents one possible version of a new freshman business student's 8-semester plan. The individual student's plan may vary depending upon the initial placement into English Composition and mathematics. Moreover, numerous plan variations are possible if a student enters the University with advanced college credits, wishes to participate in study abroad, chooses a special program option, or selects additional majors or minors.

Note that each major/minor at the University of Miami satisfies a particular "Area of Knowledge" within the general education requirements of the University. This means that it is possible to pursue two majors, or a major and a minor, within Miami Business School and fulfill both the STEM and People and Society Areas of Knowledge; a separate cognate in these areas would not be required. The only remaining general education Area of Knowledge is Arts and Humanities, which must be completed through a major, minor, or cognate outside of the Business School.

Students construct their individualized plans in collaboration with their assigned academic advisor.

Plan of Study Grid

Freshman Year

Fall	Credit Hours
<u>ECO 211</u> Principles of Microeconomics	3
<u>ENG 105</u> English Composition I	3
<u>MGT 100</u> Managing for Success in the Global Environment	3
<u>MKT 201</u> Foundations of Marketing	3
<u>MTH 161</u> Calculus I	4
<u>UMX 100</u> The University of Miami Experience	0
Credit Hours	16

Spring

<u>BUS 150</u> Business Analytics	3
<u>ECO 212</u> Principles of Macroeconomics	3
<u>ENG 106</u> English Composition II	3
<u>MTH 162</u> Calculus II	4
Arts and Humanities Cognate Course	3
Credit Hours	16

Sophomore Year

Fall	
<u>ACC 211</u> Principles of Financial Accounting	3
<u>BSL 212</u> Introduction to Business Law	3
<u>BTE 210</u> Fundamentals of Business Technology and Innovation	3
<u>MAS 311</u> Applied Probability and Statistics	3
Arts and Humanities Cognate Course	3
Credit Hours	15

Spring

<u>ACC 212</u> Managerial Accounting	3
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<u>ACC 314</u> Managerial Accounting	3
<u>BUS 300</u> Critical Thinking and Persuasion for Business	3
<u>FIN 302</u> Fundamentals of Finance	3
<u>MAS 312</u> Statistical Methods and Quality Control	3
Marketing Major Choice	3
Credit Hours	15
Junior Year	
Fall	
<u>BTE 320</u> Introduction to Programming	3
<u>MGT 304</u> Organizational Behavior	3
<u>MKT 302</u> Marketing Research and Market Analysis	3
Arts and Humanities Cognate Course	3
Elective	3
Credit Hours	15
Spring	
<u>MGT 303</u> Operations Management	3
STEM Marketing Major Choice	3
People and Society Cognate Course	3
<u>MKT 369</u> Marketing Analytics	3
Elective	3
Elective	3
Credit Hours	15
Senior Year	
Fall	
Marketing Major Choice	3
Quantitative Choice Course	3
People and Society Cognate Course	3
Elective	3
Elective	3
Credit Hours	15
Spring	
<u>MGT 401</u> Strategic Management	3
<u>MKT 403</u> Marketing Management	3
People and Society Cognate Course	3
STEM Marketing Major Choice	3
Elective	1
Credit Hours	13
Total Credit Hours	120

Rationale

Rationale

<https://next-bulletin.miami.edu/courseleaf/approve/>

Members of the Marketing department's external board have voiced concern that the degree needs to be more quantitative and, specifically, that they are looking to hire graduates who are able to understand large amounts of data. As evidence:

"With improved technology and data tools, organisations are able to generate a huge mass of data daily. The challenge for marketers in this age of hyper data is even more amplified on how to convert data into a competitive advantage. It is often said that the data is now more valuable than oil, but the challenge is how to unlock this value in a meaningful way. It is important that a marketer understands:

- 1. Common sources of business data: Financial data, Marketing metrics data, Digital marketing data, Supply/Demand data, pricing data, Commercial metrics data, profit and loss value chain.*
- 2. What to look at and what to ignore: Choosing what data sets to look at and what to ignore. The key skill here is to crunch data and information in a time constrained manner*
- 3. How to convert data into commercial/consumer insights: The value of any data is unlocked when it leads to clear actions either on the commercial end or the consumer end. A marketer needs to get to the 'So what' at the end of the data work*

Any course that builds the necessary skills will find daily application in any business."

- Mohit Agarwal, Senior Brand Director, Diageo

"So here is my feedback looking at the curriculum (MKT 369):

- Key topics that Analytics deals with in order to bring intelligence is very well covered: Marketing ROIs, Segmentation (Consumer/Shopper and Customer), MMMs (mixes). This makes the course rich and relevant to the capabilities that makes a strong analytics team and "a function for impact" in the organization set up. One add I would do here "Business Due To drivers" should be an addition as part of diagnostics investigation. Rest looks great.

-The content covered here is balanced on theory vs live case studies that establishes how to use Analytics in real case scenarios. This should give students a full hands on experience to behave and react to with solution in a real business environment while using analytics skill set to respond to business challenges. My only additional feedback is it should time bound with tight turn around time within which "What" and "So what" has to be actioned out. This will hence reflect a more close in real scenario to how we work in a org environment.

- Overall the content and topics covered with the application piece along with case studies will make this course very useful and applicable to brimming talents and prepare them for the org set ups where Analytics plays a key role in value addition of the business performance. Competitive intelligence is a key capability today also needs much attention so that every org has an internal view and an external view in calibrating its future. This course curriculum will help in establishing this objective."

Manos Spanos

Marketing SVP, Head of Marketing CoE

Media, Strategy & Insights, Design & Consumer Engagement, Danone

As such, the regular faculty of the Marketing department propose to increase the credit requirements for its major from 18 to 21. The average number of credit requirements for MBS majors is 21 (not including core credit requirements). At 18, MKT is currently on the low end. (See also Separate Appendix A for external benchmarking of the BSBA versus eight schools –four with a BSBA or equivalent in marketing, four with only a BA.)

The department believes that an increase is due and justified by current trends. We have added several new courses to our curriculum that better reflect the direction that the marketing field is going. Students need to have a broader and deeper understanding of the discipline and thus, more exposure to contemporary marketing theory and practice will be needed. The role of technology and analytics has transformed the marketing field and the new additions to the curriculum will help our students be better prepared for the marketplace.

To ensure students get the intended exposure, for the BSBA major, which is more quantitative in nature, we will also require

the selection of the additional course requirement to be from one of the STEM-designated and more quantitative/analytical set of courses. This increased credit requirement is also consistent with the requirements of other departments (e.g., Finance, Management, Legal Studies, Real Estate).

Market Demand

Relationship to Other Programs

Relationship to Undergraduate
and Professional Programs

Library Resources Available and Needed to Support the Program

Laboratory Facilities, Equipment, and Space Available and Needed to Support the Program

Other Resources Available or Needed to Support the Program

Curriculum

Program Curriculum

For the BSBA in marketing we are recommending adding MKT 369, Marketing Analytics. Given the trend towards analytics, this course is highly relevant and will allow students to have the most pertinent tools for the marketplace. This is a STEM-designated course. Further, it can be taught by several faculty in the Marketing Department.

Further, we are recommending that to graduate with a BSBA degree the students must also take at least two of the following four STEM-designated classes:

MKT 311 Pricing

MKT 370 Cases in Marketing Analytics

MKT 371 Applications in Artificial Intelligence in Marketing

MKT 372 Text and Image Analysis for Marketing

Their remaining elective may then be any class from our curriculum. Given the trends, we foresee more courses to be added to the list of the STEM-designated classes above in the near future, which will help increase the flexibility for the students to choose classes based on their interest.

As a result of these changes, we are recommending to change the Area of Knowledge for the Marketing major in the BSBA degree from People and Society to STEM.

Upload Syllabi for Any New Courses

Proposed Schedule of Course Offerings for the First Three Years

CIP Code

Proposed CIP Code

Faculty

Program Directors

Upload CV(s)

Program Faculty

We do not anticipate a problem adding a few sections to cover the increase of classes. We have six full-time lecturers and another six part-time lecturers who can take additional load. In addition, we have hired two more lecturers who can teach some of the specialized topics. We have also just hired a regular faculty in marketing analytics.

Students

Applicant Pool

Enrollment Projections

Teaching or Research Assistants

Administration

Program Administration

Budget

Program Budget

Comparison

Peer Comparisons

See attached Appendix A for detailed information.

Number of courses required:

UM BSBA in Marketing (proposed): 6

Babson BS in Marketing (no BBA): 4

Emory BBA in Marketing (no BSBA or BS): 4

George Washington University: BBA with Marketing Concentration: 5

Kelley (IU) BS in Business with Marketing Major (no BSBA in Marketing): 7

NYU - Stern BS in Marketing (no BA): 5

U of Florida BSBA in Marketing (no BBA with a marketing major): 5

UCS (California) Business Administration Major, Minor in Marketing: 4

Wharton (UPenn) BBA in Marketing (no BSBA or BS): 5

Certificates

Transfer of Coursework to Degree
Programs

Documents

Attach Supporting Documentation

[MKT BSBA Attachments.pdf](#)

Reviewer

Patty Murphy (pxm491) (01/21/20 1:09 pm): The Department of Marketing faculty voted

Comments

unanimously in favor of this proposal on 11/19/2019. The Undergraduate Business Education Committee (UBEC) voted unanimously in favor of this proposal on 12/04/2019. The MHBS School Council approved this proposal on 12/19/2019.

Patty Murphy (pxm491) (01/21/20 3:19 pm): The proposed changes do not represent a significant departure from the currently approved program. Therefore, notification to or approval from SACSCOC is not required.

Robyn Hardeman (rhardeman) (01/28/20 1:43 pm): Forwarded to UCC recommendation.

Robyn Hardeman (rhardeman) (01/28/20 1:44 pm): Forwarded to UCC recommendation.

David Chin (dchin1) (01/29/20 4:25 pm): On 1/29/20 the University Curriculum Committee voted to support this proposal as submitted.

Key: 128



MEMORANDUM

TO: Faculty Senate

FROM: Mrs. Blanca Ripoll
Secretary of the Faculty School Council
Miami Business School

DATE: January 29, 2020

SUBJECT: Unanimous approval of the BSBA Marketing Curriculum Changes

On Friday, December 20, 2019, the Faculty School Council of the Miami Herbert Business School (MHBS) unanimously approved the proposal for changes to the BBA in Marketing, BSBA in Marketing, Marketing Minor for Business Students and Marketing Minor for Non –Business Students.

cc: Dr. Michael Tsiros, Chair, Marketing Department



UNIVERSITY OF MIAMI
MIAMI HERBERT
BUSINESS SCHOOL

December 20, 2019

Faculty Senate
University of Miami
Coral Gables, FL

Dear Faculty Senate:

I write to extend my enthusiastic support of the proposed changes in course requirements in Marketing for the BBA, BSBA, Minor for Business students, and minor for non-BU students. The proposal was unanimously supported by the Department of Marketing faculty, and the Undergraduate Business Education Committee. It was read in School Council and was approved by that body on December 19, 2019.

The proposed curriculum of the BSBA in Marketing will undoubtedly enrich our Marketing students' skills in business analytics and augment their future career prospects.

Thank you for your support and collaboration. I look forward to working with the Faculty Senate on other matters in the future.

Sincerely,

John Quelch

Dean

Miami Herbert Business School

cc: Michael Tsiros, Chair of Marketing Department
Chester Schriesheim, Speaker of School Council
Ann Olazabal, Vice Dean for Undergraduate Business Education



UNIVERSITY OF MIAMI
MIAMI HERBERT
BUSINESS SCHOOL

January 16, 2020

Faculty Senate
University of Miami
Coral Gables, FL

Dear Faculty Senate:

The Marketing department met on 11/19/2019 and voted unanimously to approve the changes to the BBA in Marketing, BSBA in Marketing, Marketing Minor for Business Students, and Marketing Minor for Non-Business Students.

Sincerely,

Michael Tsiros

Chair, Marketing Department
Miami Herbert Business School

MBS	Babson
BSBA in Marketing (proposed)	BS in Marketing (no BBA)
Minimum number of courses required	Minimum number of courses required
6	4

Required Courses	Required Courses
MKT 201/301 Foundations of Marketing	MKT 4505 Marketing Management
MKT 302 Marketing Research	
MKT 369 Marketing Analytics	
MKT 403 Marketing Management	

Choose two from the list below	Required to choose at least one of the two
MKT 311 Pricing	MKT 3510 Marketing Research
MKT 370 Cases in Analytics	MKT 4506 Marketing Analytics
MKT 371 Application of AI in Marketing	
MKT 372 Text and Image Analysis	

Elective Courses	Electives (choose 2)
MKT 310 Consumer Behavior	MKT 3500 Marketing Communications
MKT 320 Retailing	MKT 3515 Digital Marketing
MKT 340 Pro Selling	MKT 3525 Marketing Law, Ethics and Social Responsibility
MKT 350 Luxury Marketing	MKT 3540 Retailing Management
MKT 360 International Marketing	MKT 3550 Consumer Behavior
MKT 380 New Product Development	MKT 3560 Developing and Marketing New Products
MKT 385 Marketing for Entrepreneurs	MKT 3574 Managing the Sales Process
MKT 386 Advertising Management	MKT 3575 Sports Marketing
MKT 387 Digital Marketing	EPS 3580 Marketing for Entrepreneurs
MKT 388 Health Care Marketing	MKT 4510 Services Marketing
MKT 389 Digital Marketing Analytics**	MKT 4515 Brand Management
MKT 469 International Marketing Management	MKT 4520 Sales In Action
	MKT 4560 Global Marketing Management

** to be STEM

highlighted courses are STEM-designated or assumed to be

Emory

BBA in Marketing (no BSBA or BS)

Minimum number of courses required

4

Choose one from Required Courses

Choose two from the combined set of Required and Elective Courses

Choose one from the combined set of Required, Elective and Related Courses

Required Courses

462 – Market Research

343 - Digital & Social Media Strategy

342 - Data Driven Market Intelligence

347 - Product & Brand Management

Elective Courses

341 - Seminar on Global Marketing

*344 - Market Analytics in Excel

346 - Consumer Behavior

*348 - Sales and Business Development

400 - Marketing elective abroad

401 - Marketing elective abroad-global

441- Ideation

442 - Marketing Consultancy Practicum

443 - Pricing Lab

*445 - Predictive Sports Analytics

446 - Advertising & Marketing Communications

*447 - Sports Marketing

448 – Mktg. Channel Strategy & Retailing

*449 - Marketing Strategy

Related Courses

ACT 411 - International Business Law

ACT 414 - Financial Statement Analysis

ACT 613 - Advanced Managerial Accounting

FIN 324 - Sports Finance

FIN 420 - Advanced Corporate Finance

*ISOM 352 - Project Mgmt. & Collaboration

ISOM 358 - Data Analytics and Visualization

ISOM 450 - Found. of Digital Enterprises and Markets

ISOM 453 - Operations Strategy

ISOM 455 - Forecasting & Predictive Analytics

*MKT 349 - Entertainment & Media Fieldwork

MKT 409 - Marketing elective abroad-related

*MKT 440 - Non-Profit Marketing Fieldwork

*MKT 444 - Marketing Analytics Consulting

OAM 430 - Competitive Advantage

OAM 432 - Negotiations

OAM 433 - Leading & Managing Change

Approved econ, psyc, or soc class

George Washington University	Kelley (IU)
BBA with Marketing Concentration	BS in Business with Marketing Major (no BBA)
Minimum number of courses required	Minimum number of courses required
5	7

Required Courses	Required Courses
BADM 3401 Basic Marketing Management	
MKTG 3142 Consumer Behavior	M 303 Market Research
MKTG 3143 Marketing Research	M 450 Marketing Strategy
	M 346 Analysis of Marketing Data
	M 344 Creativity and Communication

Electives (choose 3)	Elective Courses (choose 3)
MKTG 4148 Advertising and Marketing Corr	M 255 Marketing in Our World Today
MKTG 4149 Advanced Advertising Campaig	M 330 Consultative Selling
MKTG 4150 Salesmanship and Sales Manag	M 405 Consumer Behavior
MKTG 4152 Retailing Management	M 360 Sales for Social Impact
MKTG 4154 Digital Marketing	M 355 Topic: Retail Merchandising
MKTG 4159 Marketing Strategy	M 401 International Marketing
MKTG 4900 Special Topics	M 407 Business-to-Business Marketing
	M 414 Retail Analytics
Plus 1 international field course	M 415 Advertising and Integrated Marketing Co
	M 419 Retail Strategy
	M 422 New Product Management
	M 426 Sales Management
	M 428 CRM and Digital Analytics
	M 429 Legal Aspects of Marketing
	M 431 Brand Management
	M 432 Digital Marketing

NYU - Stern	U of Florida
BS in Marketing (no BA)	BSBA Marketing, there is no BBA with
Minimum number of courses required	Minimum number of courses required
5	5

Required Courses

- MKTG - UB 1 Introduction to Marketing
- MKTG - UB 2 Consumer Behavior
- MKTG - UB 9 Marketing Research

Required Courses

- MAR 3023 Principles of Marketing
- MAR 3503 Consumer Behavior
- MAR 4803 Marketing Management

Electives (choose 2-3 depending on units - 6 units total)

- MKTG-UB 3 Advertising
- MKTG-UB 4 Managing Creative Content Development
- MKTG-UB 19 The Business of Publishing
- MKTG-UB 20 The Business of Film
- MKTG-UB 22 Movie Marketing
- MKTG-UB 23 The Impact of Technology on Entertainment and Media
- MKTG-UB 24 Arts Marketing
- MKTG-UB 25 Business of Broadway
- MKTG-UB 40 Entertainment and Media Industries
- MKTG-UB 43 Deal Making in the Entertainment Industry
- MKTG-UB 44 Television Management
- MKTG-UB 45 Social Media Strategy
- MKTG-UB 46 Globalization of the Entertainment Industry
- MKTG-UB 47 Sports Marketing
- MKTG-UB 49 The Business of Producing
- MKTG-UB 51 Craft and Commerce of Cineman: Tribeca Film Festival
- MKTG-UB 53 Pricing
- MKTG-UB 54 Data Driven Decision Making
- MKTG-UB 55 Brand Strategy and Planning
- MKTG-UB 56 Digital Business Strategy
- MKTG-UB 57 Digital Marketing
- MKTG-UB 58 The Business of Video Games
- MKTG-UB 60 Designing and Developing New Products
- MKTG-UB 61 Launching and Managing New Products
- MKTG-UB 64 Global Marketing Management
- MKTG-UB 65 Decision Making Strategy

Electives (choose 2)

- MAR 3231 Introduction to Retailing Sy:
- MAR 3400 Professional Selling
- MAR 4403 Sales Management
- MAR 4156 International Marketing
- MAR 4232 Retail Consulting
- MAR 4614 Marketing Research
- MAR 4804 Marketing Strategy
- MAR 4832 New Product Development
- MAR 4905 Independent Study
- MAR 4933 Special Topics
- MAR 4945 Retail Management Interns
- MAR 4970 Honors Thesis

MKTG-UB 80 Leisure Marketing
MKTG-UB 84 Luxury Marketing
MKTG-UB 86 Advanced Luxury Marketing
MKTG-UB 88 Retail Strategy
MKTG-UB 89 Retail Management and Merchandising
MKTG-UB 94-99 Independent Study in Marketing

USC (California)	Wharton
Business Administration Major, Minor i BBA in Marketing (no BSBA or BS)	
Minimum number of courses required	Minimum number of courses required
4	5

Required Courses	Required Courses
BUAD 307 Marketing Fundamentals	MKTG 101 Introduction to Marketing MKTG 211 Consumer Behavior

Choose one from the list below	
MKTG 212 Data and Analysis for Marketing Decisions	
MKTG 271 Models for Marketing Strategy	
MKTG 476 Applied Probability Models in Marketing	
MKTG 309 Special Topics: Experiments for Business Decision Making	
MKTG 940 Measurement and Data Analysis in Marketing (PhD level)***	
MKTG 942 Research Methods in Marketing (PhD level)***	

Elective Courses (choose 3)	Electives (choose 2)
MKT 402 Research Skills for Marketing	<i>half semester elective courses</i>
MKT 405 Advertising and Promotion M	MKTG 221 – New Product Management
MKT 406 Practicum in Advertising and I	MKTG 224 – Advertising Management
MKT 310 Professional Selling	MKTG 225 – Principles of Retailing
MKT 415 Sales Force Management	MKTG 227 – Marketing and Electronic Commerce
MKT 425 Marketing in the Digital Work	MKTG 233 – Social Impact of Marketing
MKT 430 Retail Management	MKTG 234 – Creativity: Idea Generation and the Systemic Approach for C
MKT 440 Marketing Analysis and Strat	MKTG 237x - Introduction to Brain Science for Business
MKT 445 New Product Development ar	MKTG 241 – Entrepreneurial Marketing
MKT 446 Practicum in New Product De	MKTG 242 – Multinational Marketing
MKT 450 Consumer Behavior and Mark	MKTG 254 – Pricing Policy
MKT 465 Global Marketing Managemer	<i>full semester elective courses</i>
MKT 499 Marketing Analytics	MKTG 231x -The Psychology of Consumer Financial Decisions
	MKTG 260 – Law of Marketing and Antitrust
	MKTG 262 – New Product Development
	MKTG 265 – Principles of Advertising
	MKTG 266 – Marketing for Social Impact
	MKTG 270 – Digital Marketing, Social Media and E-Commerce
	MKTG 271 – Models for Marketing Strategy
	MKTG 277 – Marketing Strategy
	MKTG 278 – Strategic Brand Management
	MKTG 288 – Pricing Strategies
	MKTG 292 – Creativity
	MKTG 476 – Applied Probability Models in Marketing

x Experimental courses, still in the approval process