

B.S.B.A. IN MARKETING

Overview

Major Area of Specialization in Marketing (STEM)

Marketing is the central area of business that is transforming because of the emergence of social media platforms and analytical techniques such as deep learning and text mining. To succeed as marketing professionals, future marketers will need to know not only the time-tested marketing fundamentals but also how to effectively deploy these modern technologies and tools. The Bachelor of Science in Business Administration (BSBA) with the Marketing area of specialization prepares students to practice marketing in this fast-changing environment. Besides covering the 4Ps, this program will cover areas such as Marketing Analytics, Cases in Marketing Analytics, Artificial Intelligence in Marketing, Text Analytics, Brand Content Management, and Digital Media Metrics.

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:

Code	Title	Credit Hours
University General Education Requirements ^{1, 2}		
UMX 100	The University of Miami Experience	0
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II ³ Writing About Literature and Culture	3
Arts and Humanities Cognate Courses		9
People & Society Cognate Courses		9
Electives		15
BSBA Business Core Requirements ¹		
ACC 211 or ACC 221	Principles of Financial Accounting Accelerated Principles of Financial Accounting	3
ACC 212 or ACC 222	Managerial Accounting Accelerated Managerial Accounting	3
BSL 212	Introduction to Business Law and Ethics	3
BTE 210	Fundamentals of Business Technology and Innovation	3
BTE 320	Python Programming: Fundamentals and Algorithms	3
BUS 150	Business Analytics	3
BUS 300	Critical Thinking and Persuasion for Business ³	3
ECO 211	Principles of Microeconomics	3
ECO 212	Principles of Macroeconomics	3
FIN 302	Fundamentals of Finance	3
MAS 311	Applied Probability and Statistics (minimum grade of C- required)	3
MAS 312	Statistical Methods and Quality Control	3
MTH 161	Calculus I (minimum grade of C- required; fulfills Quantitative Skills Requirement)	4
MTH 162	Calculus II	4
MGT 100	Managing for Success in the Global Environment	3
MGT 199 or BUS 211	Professional Development and Success in the Workplace (or other approved Miami Herbert Business School career course) Professional Development for Finance and Accounting	1
MGT 303	Operations Management	3
MGT 304	Organizational Behavior	3
MGT 401	Strategic Management (taken in the final semester)	3
MKT 201 or MKT 301	Foundations of Marketing Marketing Foundations	3
Quantitative Choice - Select one of these suggested courses approved by the Vice Dean for Undergraduate Business Education - check pre-requisites:		3

BTE 324	Object-Oriented Programming	
BTE 423	Database Management Systems	
ECO 430	Applied Econometrics	
ECO 510	Mathematical Economics and Applications	
MAS 342	Introduction to Optimization and Decision Making	
MAS 442	Stochastic Models in Operations Research	
MAS 547	Computer Simulation Systems	
MGT 445	Supply Chain Modeling and Analysis	
MGT 446	Supply Chain Strategy	
Major Area of Specialization in Marketing ^{4, 5}		
MKT 201 or MKT 301	Foundations of Marketing (taken as part of the Business Core; pre-requisite for all other MKT courses) ⁶ Marketing Foundations	
MKT 302	Marketing Research and Market Analysis (pre-requisites MKT 201/ MKT 301 & MAS 202 or MAS 312)	3
MKT 369	Marketing Analytics (prerequisites MKT 201/MKT 301 and MAS 202 or MAS 312)	3
MKT 403	Marketing Management (pre-requisite FIN 302 and pre- or co- requisite of MKT 302)	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.		
MKT 311	Pricing	
MKT 370	Cases in Marketing Analytics	
MKT 371	Application of Artificial Intelligence in Marketing	
MKT 372	Text and Image Analysis for Marketing	
MKT 499	Special Topics in Marketing (STEM Topics)	
People and Society-Designated Courses - At most, one course may be selected from this area.		
MKT 310	Consumer Behavior and Marketing Strategy	
MKT 320	Retailing	
MKT 340	Professional Selling	
MKT 350	Luxury Marketing	
MKT 360	International Marketing	
MKT 361	Brand Content Management	
MKT 365	Brand Story Telling	
MKT 380	New Product Development	
MKT 385	Marketing for Entrepreneurs	
MKT 386	Advertising Management	
MKT 387	Digital Marketing	
MKT 388	Health Care Marketing	
MKT 389	Digital Media Metrics	
MKT 469	International Marketing Management (pre-requisite of MKT 360 and pre- or co-requisite of MKT 302)	
MKT 498	Special Topics in Marketing (People and Society)	
Total Credit Hours		120

¹ **NOTE:** WRS 105 and WRS 106 or 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 Vice Dean for Undergraduate Business Education.

³ Students who do not earn at least a C- in WRS 106 or ENG 106 must either repeat WRS 106 or ENG 106 and earn at least a C- or complete WRS 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.

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 Herbert 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.

Freshman Year		Credit Hours
Fall		
ECO 211	Principles of Microeconomics	3
MGT 100	Managing for Success in the Global Environment	3
MKT 201	Foundations of Marketing	3
MTH 161	Calculus I	4
WRS 105	First-Year Writing I	3
UMX 100	The University of Miami Experience	0
Credit Hours		16
Spring		
BUS 150	Business Analytics	3
ECO 212	Principles of Macroeconomics	3
MTH 162	Calculus II	4
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Arts and Humanities Cognate Course		3
Credit Hours		16
Sophomore Year		
Fall		
ACC 211	Principles of Financial Accounting	3
BSL 212	Introduction to Business Law and Ethics	3
BTE 210	Fundamentals of Business Technology and Innovation	3
MAS 311	Applied Probability and Statistics	3
Arts and Humanities Cognate Course		3
Credit Hours		15
Spring		
ACC 212	Managerial Accounting	3
BUS 300	Critical Thinking and Persuasion for Business	3
FIN 302	Fundamentals of Finance	3
MAS 312	Statistical Methods and Quality Control	3
MGT 199	Professional Development and Success in the Workplace	1

Marketing Major Choice		3
	Credit Hours	16
Junior Year		
Fall		
BTE 320	Python Programming: Fundamentals and Algorithms	3
MGT 304	Organizational Behavior	3
MKT 302	Marketing Research and Market Analysis	3
Arts and Humanities Cognate Course		3
Elective		3
	Credit Hours	15
Spring		
MGT 303	Operations Management	3
MKT 369	Marketing Analytics	3
STEM Marketing Major Choice		3
People and Society Cognate Course		3
Elective		3
	Credit Hours	15
Senior Year		
Fall		
STEM Marketing Major Choice		3
Quantitative Choice Course		3
People and Society Cognate Course		3
Elective		3
Elective		3
	Credit Hours	15
Spring		
MGT 401	Strategic Management	3
MKT 403	Marketing Management	3
People and Society Cognate Course		3
Elective		3
	Credit Hours	12
	Total Credit Hours	120

Mission

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

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

- 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.