

BACHELOR OF APPLIED SCIENCE - ORGANIZATIONAL MANAGEMENT, SALES AND MARKETING SPECIALIZATION

Previous Degree Required: A.S./A.A.

Eligible for Financial Aid: Yes

Delivery Method(s): Hybrid, Online

Location(s): Cocoa, Melbourne, Palm Bay, Titusville, Online

Additional Limited Access Application Process Required: No

Program Testing Requirements: Not Required

Academic Community: BUSN

Program Code: OMBSMKTS

Classification of Instructional Programs (CIP) Code: 52.0299

Florida Department of Education CIP Code: 1105202991

The BAS Organizational Management, Sales and Marketing Management Specialization opens the pathway for career opportunities as a sales manager, marketing manager, market research analyst, marketing specialist, advertising and promotions manager, product manager and sales representative.

Refer to the [Bachelor Degree Programs](#) overview page to find information about admission, graduation, general education and other requirements. Students who need additional general education or technical electives will work with a bachelor's advisor to determine the courses best suited to their plan of study.

Visit the [program page](#) for more information.

Specialization Requirements

Code	Title	Credit Hours
Associate Degree		
Complete Associate Degree		60
General Education or Technical Concentration		
General Education (for A.S. degree students) or Technical Concentration (for A.A. degree students)		21
Organizational Management - Core Courses		
ACG 3024	Accounting for Managers	3
BUL 3130	Legal, Ethical, and Social Aspects of Business	3
GEB 3213	Foundations of Managerial Communications	3
MAN 3240	Organizational Behavior	3
MAN 3303	Management and Leadership	3
MAN 4301	Human Resource Management	3
ECP 3530 or ECP 3703	Economics of Health and Healthcare Policy Managerial Economics	3
FIN 3402 or QMB 3250	Financial Management Quantitative Methods for Business Decisions	3
Sales and Marketing Specialization		
MAR 3023	Marketing Management	3
MAR 3503	Consumer Behavior	3
MAR 4202	Supply Chain Logistics Management	3
MAR 4613	Marketing Research	3

MAR 4952	Capstone - Marketing Strategy	3
Total Credit Hours		120

- Satisfy the [foreign language competency](#) requirement
- Satisfy the [civic literacy competency](#) requirement

Course Sequence

The following sequence is recommended. However, courses may not be offered in this order, so it is important that you work with an advisor to plan your schedule based on your specific needs.

Course	Title	Credit Hours
Term 1		
ACG 3024	Accounting for Managers	3
BUL 3130	Legal, Ethical, and Social Aspects of Business	3
GEB 3213	Foundations of Managerial Communications	3
MAR 3023	Marketing Management	3
Credit Hours		12
Term 2		
MAN 3240	Organizational Behavior	3
MAN 3303	Management and Leadership	3
MAR 3503	Consumer Behavior	3
MAR 4202	Supply Chain Logistics Management	3
Credit Hours		12
Term 3		
MAN 4301	Human Resource Management	3
ECP 3530 or ECP 3703	Economics of Health and Healthcare Policy or Managerial Economics	3
Credit Hours		6
Term 4		
FIN 3402 or QMB 3250	Financial Management or Quantitative Methods for Business Decisions	3
MAR 4613	Marketing Research	3
Technical Elective		6
Credit Hours		12
Term 5		
Technical Electives		12
Credit Hours		12
Term 6		
MAR 4952	Capstone - Marketing Strategy	3
Technical Electives		3
Credit Hours		6
Total Credit Hours		60

Learning Outcomes:

1. Design comprehensive marketing strategies and plans for market penetration, acquisition, and growth of market share.
 - *Supports Core Ability: Think Critically and Solve Problems*
2. Develop social media and mobile marketing strategies attracting prospective new clients while preserving the current customer base.

- *Supports Core Ability: Think Critically and Solve Problems*
- 3. Develop sales and marketing assessment protocols integrating ethics and corporate social responsibility into marketing strategies and decisions.
 - *Supports Core Ability: Think Critically and Solve Problems*
- 4. Analyze the marketing environment including company capabilities, macro-environmental factors, and technological advances.
 - *Supports Core Ability: Think Critically and Solve Problems*
- 5. Assess consumer behavioral patterns including psychological, situational, and social factors influencing the consumer decision-making process.
 - *Supports Core Ability: Model Ethical and Civic Responsibility*
- 6. Formulate competitive business-to-business marketing strategies governing the proposal, negotiation, and selection processes.
 - *Supports Core Ability: Think Critically and Solve Problems*
- 7. Evaluate global market entry strategies (e.g., exporting, contract manufacturing, franchising, foreign direct investment, licensing, joint ventures, and strategic alliances).
 - *Supports Core Ability: Think Critically and Solve Problems*
- 8. Examine marketplace segmentation, targeting, and positioning as comprehensive marketing strategies.
 - *Supports Core Ability: Think Critically and Solve Problems*
- 9. Develop market research processes and protocols for research design including data collection and analysis from primary and secondary data sources.
 - *Supports Core Ability: Think Critically and Solve Problems*
- 10. Evaluate key marketing decisions for product branding and mix, product line extensions, repositioning, labeling, and packaging.
 - *Supports: Think Critically and Solve Problems*
- 11. Explore new product development including the Diffusion of Innovation Theory, and product life cycle.
 - *Supports: Think Critically and Solve Problems*
- 12. Examine competing pricing concepts establishing value for our customers.
 - *Supports: Think Critically and Solve Problems*
- 13. Create procedures and processes for marketing channel design and effective supply chain management.
 - *Supports: Think Critically and Solve Problems*
- 14. Apply ethical practices in a business environment.
 - *Supports Core Ability: Model Ethical and Civic Responsibility*
- 15. Demonstrate financial management, capital budgeting, and assets management skills expected of an organizational manager
 - *Supports Core Ability: Think Critically and Solve Problems*
- 16. Demonstrate written and oral presentation skills expected of an organizational manager.
 - *Supports Core Ability: Communicate Effectively*
- 17. Demonstrate knowledge of appraisal and evaluation techniques for employee performance and commitment within the organization.
 - *Supports Core Ability: Think Critically and Solve Problems*
- 18. Apply management and leadership theories and practice in program and resource management.
 - *Supports Core Ability: Process information*
- 19. Demonstrate the techniques leaders use to motivate and evaluate individuals and teams.
 - *Supports Core Ability: Work Cooperatively*