

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

Program Code: OMBSMKTS
Meta-Major: BUSN
Location(s): Cocoa, Melbourne, Palm Bay, Titusville, Online
Delivery Method(s): Hybrid, Online
Previous Degree Required: AS/AA
Eligible for Financial Aid: Yes
Additional Limited Access Application Process Required: No
Program Testing Requirements:
Classification of Instructional Programs (CIP) Code: 52.0299
Florida Department of Education CIP Code: 1105202991

Students can only select one major and one specialization. Students may receive a specific A.S./B.A.S. degree only one time. While students may take courses from multiple specializations, however, the degree will be awarded only once.

The Sales and Marketing Management Bachelor's 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. [Visit the program page for more details and how to apply.](#)

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	Economics of Health and Healthcare Policy ¹	3
or ECP 3703	Managerial Economics	
FIN 3402	Financial Management ²	3
or QMB 3250	Quantitative Methods for Business Decisions	
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

1

Students in the Healthcare Management specialization should take ECP 3530 Economics of Health and Healthcare Policy.

2

Students in Banking and Financial Management specialization only will take both courses (see OMBSBAFI specialization).

Learning Outcomes: Sales & Marketing Management BAS

- Design comprehensive marketing strategies and plans for market penetration, acquisition, and growth of market share.
 - Supports Core Ability: Think Critically and Solve Problems
- 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
- 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
- Analyze the marketing environment including company capabilities, macro-environmental factors, and technological advances.
 - Supports Core Ability: Think Critically and Solve Problems
- Assess consumer behavioral patterns including psychological, situational, and social factors influencing the consumer decision-making process.
 - Supports Core Ability: Model Ethical and Civic Responsibility
- Formulate competitive business-to-business marketing strategies governing the proposal, negotiation, and selection processes.
 - Supports Core Ability: Think Critically and Solve Problems
- 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
- Examine marketplace segmentation, targeting, and positioning as comprehensive marketing strategies.
 - Supports Core Ability: Think Critically and Solve Problems
- 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
- Evaluate key marketing decisions for product branding and mix, product line extensions, repositioning, labeling, and packaging.
 - Supports: Think Critically and Solve Problems
- Explore new product development including the Diffusion of Innovation Theory, and product life cycle.
 - Supports: Think Critically and Solve Problems
- Examine competing pricing concepts establishing value for our customers.
 - Supports: Think Critically and Solve Problems
- Develop pricing methods (e.g., cost-based, competition-based, value-based) and pricing strategies (e.g., everyday low pricing, high/low pricing, and new product pricing).
 - Supports: Think Critically and Solve Problems

14. Create procedures and processes for marketing channel design and effective supply chain management.
- *Supports: Think Critically and Solve Problems*