

# TECHNICAL MANAGEMENT

Specialization: Sales and Marketing



## ABOUT THIS DEGREE PROGRAM

### BUSINESS CORE

#### A FOUNDATION IN BUSINESS

This program features a series of essential Business Core courses to help build interdisciplinary skills critical to workplace success. These courses introduce students

to key disciplines that support business careers and cover concepts related to general business principles, including accounting, marketing, management and the analytic skills that inform business decision-making.

The Business Core coursework introduces students to contemporary workplace applications. In each course, the learning experience is enhanced through activities that help students apply the course material, while shaping future education and career choices.

#### A PROGRAM TO FUEL YOUR FUTURE

Make the most of your transfer coursework by building a foundation in business and specializing in the exciting world of sales and marketing. This bachelor's degree-completion program is designed to give you an essential overview of business and management technology, with the option of focusing on sales and marketing.

#### IS THIS PROGRAM FOR YOU?

Do you have potential transfer credits and an interest in sales, marketing and business? Then this program might be the right fit for you.

## CAREER OPPORTUNITIES

Graduates who complete DeVry's Bachelor's of Science in Technical Management degree with a specialization in Sales and Marketing may consider, but are not limited to, the following careers:

- Advertising Manager
- Brand Manager
- Customer Service Representative
- Marketing Research Analyst
- Meeting and Convention Planner
- Product Manager
- Digital Marketing Manager
- Email Marketing Specialist
- Industrial Buyer
- Public Relations Specialist
- Sales Manager
- Social Media Marketing Manager

## WHAT YOU'LL LEARN

### ESSENTIALS

- Communicate methods and findings
- Collaborate in a dynamic work environment
- Solve complex problems
- Analyze financial and business-related data
- Apply appropriate technologies

### BUSINESS CORE

- Lead, manage and collaborate in physical and virtual settings
- Allocate financial and human resources, manage risk and analyze business opportunities
- Solve complex business problems using numerical and qualitative data
- Use technology to develop business solutions to improve daily operations and long-term strategy

### PROGRAM

- Apply leadership, resource management and conflict management techniques to solve business problems
- Analyze financial and statistical data using spreadsheet and database software
- Apply managerial theories and techniques to improve organizational performance and foster continuous improvement
- Effectively communicate business information to varying audiences through varying media

### SPECIALIZED

- Analyze economical, psychological, cultural and other factors that affect consumer behaviors
- Manage a firm's online presence through digital marketing efforts of creating, managing and promoting an online identity
- Maintain media and public relations to effectively build consumer satisfaction in advertising efforts
- Analyze macro-environmental factors to develop effective international marketing strategies

## QUICK FACTS

**122**  
CREDIT HOURS  
minimum credit hours  
required for graduation<sup>1</sup>

**2 + 8**  
YEARS MONTHS  
minimum length to graduation<sup>2</sup>

### ACCREDITATION MATTERS



DeVry University's Bachelor of Science in Technical Management program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) [www.acbsp.org](http://www.acbsp.org), demonstrating that they have met the standards of business education that promote teaching excellence.

### MICROSOFT OFFICE PRODUCTIVITY TOOLS



To ensure you have a robust learning experience, as part of your program, you will use the latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.

## APPLIED SKILLS

### APPLIED SKILLS IN BUSINESS ADMINISTRATION

Grow your experience with business applications and how they work in today's marketplace. Our technology focus is applied throughout your program to offer you exposure to tools that enhance effectiveness and collaboration in the digital age.



### BE AN ACTIVE PART OF AN INCLUSIVE FUTURE

Customize your curriculum by choosing Diversity, Equity and Inclusion (DE&I) course alternates for your Communication Skills, Humanities and Social Science courses. These options highlight relevant topics to help empower you to promote an inclusive workplace.

<sup>1</sup> 125 for students enrolled at a Pennsylvania location.

<sup>2</sup> Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/online-programs.html>.

# Technical Management | Sales and Marketing

## ESSENTIALS

**40**  
CREDIT HOURS

### COMMUNICATION SKILLS

- ENGL112<sup>1</sup> Composition
- ENGL135 Advanced Composition

### HUMANITIES

- LAS432 Technology, Society, and Culture ☼

#### Select one

- ETHC334 Diversity, Equity and Inclusion in the Workplace ☼
- ETHC445 Principles of Ethics

### SOCIAL SCIENCES

- ECON312 Principles of Economics
- SOCS185<sup>2</sup> Culture and Society ☼

### MATHEMATICS AND NATURAL SCIENCES

- MATH114 Algebra for College Students
- SCI228<sup>3</sup> Nutrition, Health and Wellness with Lab

#### Select one<sup>4</sup>

- MATH200 Quantitative Reasoning
- MATH221 Statistics for Decision-Making

### ADDITIONAL GENERAL EDUCATION SELECTION

#### Select one

- SPCH275 Public Speaking
- SPCH276 Intercultural Communication ☼

### PERSONAL AND PROFESSIONAL DEVELOPMENT

- CARD405 Career Development
- COLL148 Critical Thinking and Problem-Solving

☼ This icon indicates Diversity, Equity & Inclusion Courses

## BUSINESS CORE

**18**  
CREDIT HOURS

### BUSINESS CORE

- BIS155 Data Analysis with Spreadsheets with Lab
- BUSN115 Introduction to Business and Technology
- BUSN319 Marketing
- COMP100 Computer Applications for Business with Lab
- MGMT303 Principles of Management

#### Select one<sup>5</sup>

- ACCT207 Fundamentals of Accounting
- ACCT212 Financial Accounting

## PROGRAM

**37**  
CREDIT HOURS

### MANAGEMENT AND TECHNOLOGY

#### One of

- BIS245 Database Essentials for Business with Lab
- SEC310 Principals and Theory of Security Management

#### One of<sup>6</sup>

- MGMT404 Project Management
- PROJ404 Project Management for the Profession

### ELECTIVES<sup>7,8</sup>

#### Two of

- ACCT360 Managerial Accounting
- BIAM110 Introduction to Business Analytics
- BUSN379 Finance
- LEAD150 Leadership and Facilitating Change
- LEAD200 Communication for a Diverse Workplace
- MGMT408 Management of Technology Resources

#### Five of

- BUSN278 Budgeting and Forecasting
- BUSN369 International Business
- BUSN412 Business Policy
- GSCM206 Managing Across the Supply Chain
- LEAD335 Cross-Cultural Leadership
- MGMT410 Human Resource Management

### SENIOR PROJECT

- BUSN460 Senior Project

## SPECIALIZED

**27**  
CREDIT HOURS

### SALES AND MARKETING

- MKTG310 Consumer Behavior
- MKTG320 Market Research
- MKTG340 Digital Marketing Fundamentals
- MKTG410 Advertising and Public Relations
- MKTG425 Personal Selling and Sales Management
- MKTG430 International Marketing
- SBE330 Creativity, Innovation and New Product Development

<sup>1</sup>Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

<sup>2</sup>Students enrolled at a Nevada location must take POLI332 as part of this requirement, the Additional General Education Selection or the Electives.

<sup>3</sup>Students enrolled at a New Jersey location must take PHYS204 to fulfill this requirement.

<sup>4</sup>Students selecting the Business Intelligence and Analytics Management technical specialty must take MATH221.

<sup>5</sup>Students selecting the Accounting or Finance technical specialty must take ACCT212.

<sup>6</sup>Students selecting the Project Management concentration must take PROJ404.

<sup>7</sup>Students enrolled at a New Jersey location must take 55 semester-credit hours of general education coursework. Fifteen semester-credit hours of general education coursework may be applied to the Electives course area.

<sup>8</sup>Students selecting the Accounting technical specialty interested in sitting for the CPA exam in Texas complete ACCT434, ACCT440 and MGMT330 as elective course options. Successful completion of topics presented in these courses is required to sit for the CPA exam in Texas. Additional requirements also apply to students wishing to sit for the CPA exam; students should check with the Texas Board of Public Accountancy for details.

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In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), [www.hlcommission.org](http://www.hlcommission.org). The University's Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 1400 Crystal Dr., Ste. 120, Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the [Tennessee Higher Education Commission](http://Tennessee Higher Education Commission). Naperville Campus: 1200 E. Diehl Rd., Naperville, IL 60563. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program.