Bachelor of Science (BS) in Business with a specialization in Marketing
The undergraduate Marketing specialization provides learners with fundamental business knowledge and emphasizes marketing research; sales, marketing, and channel management processes; brand identity and marketing communications; change management; and business ethics. Learners may choose to focus on the fundamentals of sales and marketing or broaden their study to include a stronger emphasis on marketing strategy, international marketing, customer behavior, services marketing, or public relations. Upon successful completion of this specialization, learners have gained the marketing expertise and the management, interpersonal, and professional thinking skills needed to increase organizational effectiveness.

The Accreditation Council for Business Schools & Programs (ACBSP) has accredited Capella University business programs and select specializations. For full accreditation statement and the list of accredited programs and specializations, go to www.capella.edu/university-accreditation/.

This specialization is offered in the GuidedPath delivery model.

*Residents of Washington may receive credit for prior learning only in the bachelor’s and MBA programs. This guide is intended to provide an overview of the specialization and is subject to change. Your enrollment counselor can provide updates, details, and Capella’s official University Catalog that specifies your program requirements.*
## Career Information

### RELATED EMPLOYMENT SETTINGS TO EXPLORE

- Retail organization
- Corporate marketing department
- Corporate sales department
- Radio or television station
- Sports team
- Advertising agency
- Public relations firm
- Market research firm
- Financial service company
- Bank
- Technology company
- Distributor
- Wholesaler
- Manufacturer
- Entertainment company
- Telecommunication company
- Telemarketing firm
- Insurance agency
- Health care organization
- Consulting firm
- Nonprofit organization
- Government—local, state, federal
- Land-based or online college or university
- Military

### RELATED JOB TITLES TO EXPLORE*

- Marketing/sales assistant
- Marketing/sales coordinator
- Marketing manager
- Sales manager
- Assistant brand manager
- Brand manager
- Marketing/communications specialist
- Trade show coordinator
- Trade show manager
- Web marketing specialist
- Internal communication specialist
- Corporate communication manager
- Web marketing manager
- Product manager
- Advertising/promotion assistant
- Advertising/promotion manager
- Public relations coordinator
- Public relations manager
- Media buyer/analyst
- Media planner
- Account representative
- Market research analyst
- Business analyst
- Marketing project manager
- Event coordinator
- Event manager
- E-commerce manager
- Email marketing manager
- Mobile marketing manager
- Marketing analytics manager
- Merchandise manager
- Merchandise buyer
- Marketing research coordinator
- Social media marketing manager
- Digital marketing manager
- Internet/online/digital marketing specialist
- Market and products specialist

### SPECIALIZATION OUTCOMES

- Strategically plan for domestic and global markets
- Apply marketing research concepts into organization situations
- Lead the creation of products and services to fulfill customer needs
- Assess customer pricing in order to provide perceived value
- Execute distribution plans to deliver customer products and services
- Perform professionally within the field of marketing
- Execute an effective integrated marketing communications program
- Sustain a competitive advantage utilizing technology

*These are examples intended to serve as a general guide. Because many factors determine what position an individual may attain, Capella cannot guarantee that a graduate will secure any specific job title.
Curriculum

- 45 general education quarter credits
- 42 core course quarter credits
- 48 specialization course quarter credits
- 39 elective course quarter credits
- 6 capstone course quarter credits
- Total program credits: 180 quarter credits

GENERAL EDUCATION REQUIREMENTS

Choose 45 quarter credits with a minimum of 6 quarter credits from each of these categories: communication, humanities, natural science and mathematics, and social science.

Required course:

**MAT2001** Statistical Reasoning ........................................ 6 quarter credits OR
**MAT2002** Statistical Reasoning ........................................ 6 quarter credits

ADDITIONAL PROGRAM REQUIREMENTS

**BUS1003** Developing Business Thinking† .......................... 6 quarter credits

CORE COURSES

**BUS3003** Developing a Business Perspective‡ ....................... 6 quarter credits OR
**BUS3007** Developing a Business Perspective§ ..................... 6 quarter credits
**BUS3011** Fundamentals of Management ............................... 3 quarter credits
**BUS3012** Fundamentals of Leadership .................................. 3 quarter credits
**BUS3021** Fundamentals of Business Law ............................... 3 quarter credits
**BUS3022** Fundamentals of Supply Chain Management .............. 3 quarter credits
**BUS3030** Fundamentals of Marketing and Sales ..................... 6 quarter credits
**BUS3040** Fundamentals of Human Resource Management .......... 6 quarter credits
**BUS3050** Fundamentals of Organizational Communication .......... 6 quarter credits
**BUS3061** Fundamentals of Accounting ................................. 3 quarter credits
**BUS3062** Fundamentals of Finance ...................................... 3 quarter credits

SPECIALIZATION COURSES

**BUS4022** E-Marketing .................................................. 6 quarter credits
**BUS4030** Marketing Distribution Channel Management .............. 6 quarter credits
**BUS4033** Brand Identity and Marketing Communications ............ 6 quarter credits
**BUS4036** Marketing Research ........................................... 6 quarter credits
**BUS4801** Ethics and Enterprise .......................................... 6 quarter credits
**BUS4802** Change Management .......................................... 6 quarter credits

In addition, choose 12 quarter credits from the following courses:

**BUS4024** Customer Behavior ........................................... 6 quarter credits
**BUS4025** Sales and Sales Management .................................. 6 quarter credits
**BUS4026** Services Marketing ............................................. 6 quarter credits
**BUS4027** Public Relations .................................................. 6 quarter credits
**BUS4034** Marketing Strategy .............................................. 6 quarter credits
**BUS4035** Global Marketing ................................................ 6 quarter credits
**BUS4037** Digital Marketing Tools ........................................ 6 quarter credits

ELECTIVE COURSES

Choose 39 quarter credits of additional undergraduate courses.1

The courses in this program may require live web conferencing activities and/or learner audio/video recordings. Learners who require assistive technology or alternative communication methods to participate in these activities should contact Disability Services to request accommodations.
CAPSTONE COURSE

Taken during the learner's final quarter:

BUS4993  Business Capstone Project.......................... 6 quarter credits

*Denotes courses that have prerequisite(s). Refer to the course descriptions for further details.

† Learners who are determined to need additional support developing academic and professional writing and reading skills based on academic assessment must take BUS1003 during their first quarter.
‡ Learners who have completed BUS1003 are required to take BUS3003.
§ Learners who are not required to take BUS1003 are placed in BUS3007.
║ Learners who have completed BUS1003 choose 33 quarter credits of additional undergraduate courses.

Required General Education Course Description

MAT2001  Statistical Reasoning
6 QUARTER CREDITS
This course introduces fundamental concepts of elementary statistics, including descriptive statistics, methods of counting, probability distributions, approximations, estimation, and hypothesis testing. Learners use these concepts to apply and interpret statistical results. Learners may earn credit for either MAT2001 or MAT2002, but not both.

MAT2002  Statistical Reasoning
6 QUARTER CREDITS
This course introduces fundamental concepts of elementary statistics, including descriptive statistics, methods of counting, probability distributions, approximations, estimation, and hypothesis testing. Learners use these concepts to apply and interpret statistical results. This course includes adaptive learning components. Learners may earn credit for either MAT2001 or MAT2002, but not both. Cannot be fulfilled by transfer or prior learning assessment.

Additional Program Requirement Course Description

BUS1003  Developing Business Thinking
6 QUARTER CREDITS
Learners in this course begin to build and strengthen the knowledge, skills, and abilities needed to succeed in a bachelor of science degree program and the workplace. Learners develop and demonstrate business thinking and, in particular, evaluate case studies to acquire and broaden their knowledge of the creation of an organization. In addition, learners expand organizational, information literacy, critical-thinking, and problem-solving skills and apply an understanding of ethics, team behaviors, and effective business writing. For BS in Business learners only. Learners who are determined to need additional support developing academic and professional writing and reading skills based on academic assessment must take BUS1003 during their first quarter. Cannot be fulfilled by transfer or prior learning assessment.

Core Course Descriptions

BUS3003  Developing a Business Perspective
6 QUARTER CREDITS
In this course, learners build and strengthen the knowledge, skills, and abilities needed to succeed in their program and the workplace. Learners engage in interactive activities that help them develop and demonstrate a business perspective and expand their organizational, research, critical-thinking, and problem-solving skills. Other topics include ethics, team relationships, project creation, and writing effectively for business. For BS in Business learners only. Learners may only earn credit for BUS3003 or BUS3006 or BUS3007 or BUS3008. Prerequisite(s): BUS1003. Cannot be fulfilled by transfer or petition.
BUS3007  Developing a Business Perspective  
In this course, learners build and strengthen the knowledge, skills, and abilities needed to succeed in their program and the workplace. Learners engage in interactive activities that help them develop and demonstrate a business perspective and expand their organizational, research, critical-thinking, and problem-solving skills. Other topics include ethics, team relationships, project creation, and writing effectively for business. For BS in Business learners only. Learners may only earn credit for BUS3003 or BUS3006 or BUS3007 or BUS3008. Must be taken during the learner’s first quarter. Cannot be fulfilled by transfer or prior learning assessment.

BUS3011  Fundamentals of Management  
In this course, learners acquire and demonstrate fundamental principles of management and their relevance to organizations. Learners analyze how planning, organizing, controlling, and leading influence managerial roles. Learners also integrate current management practices and future trends and determine ways to apply management skills to all businesses and professions. Learners who have received credit for BUS3010 may not take BUS3011.

BUS3012  Fundamentals of Leadership  
This course is an introduction to principles and theories of leadership behavior and their application in business and community settings. Learners develop and demonstrate awareness of the characteristics, styles, and practices necessary for effective leadership. Learners who have received credit for BUS3010 may not take BUS3012.

BUS3021  Fundamentals of Business Law  
In this course, learners explore and articulate the influences on businesses of statutory, contract, and legal entity law. Learners evaluate the historical underpinnings and origins of the court system’s ability to adjudicate commercial disputes. Learners also develop and demonstrate their legal vocabulary, an understanding of core legal concepts, and basic legal research skills.

BUS3022  Fundamentals of Supply Chain Management  
This course is an introduction to modern concepts and practices of efficient supply chain management. Learners build their knowledge of and demonstrate the relevance of supply chain design in support of organizational strategy and explore ways to manage an effective supply chain. Through the use of case studies, learners also analyze existing supply chain systems and recommend improvements.

BUS3030  Fundamentals of Marketing and Sales  
In this course, learners focus on the fundamentals of marketing and sales, including market research and planning, product differentiation and positioning, marketing communications, differences between consumer and business markets, and relational marketing and sales strategy. Learners demonstrate course competencies by preparing and presenting a marketing and sales plan and a corresponding marketing and sales strategy for a simple product offering.

BUS3040  Fundamentals of Human Resource Management  
This course is a survey of the human resources management (HRM) field and its function and role in the organization. Learners develop their knowledge of fundamental HRM principles and demonstrate competencies in areas such as compensation and benefits, legal requirements, and training and development.

BUS3050  Fundamentals of Organizational Communication  
This course helps learners develop and demonstrate competence in their understanding and application of the fundamentals of organizational communication; the interrelationship of organizational communication, symbols, culture, and performance; effective communication practices in relationships internal and external to the enterprise; and ways these factors contribute to successful organizational performance. Learners also analyze ways organizational communication factors are interrelated and function in an enterprise.
Specialization Course Descriptions

BUS4022  E-Marketing
Learners in this course examine the integrated and interrelated factors involved in e-marketing, including sourcing and sales. Throughout the course, learners gain an understanding of how to most effectively use e-marketing and e-business approaches to manage strategy, operations, supply chains, logistics, online customer profiling, and the sales cycle. Building on this knowledge, learners prepare a sourcing, marketing, and sales plan for an enterprise.  
Prerequisite(s): BUS3030.

BUS4024  Customer Behavior
Learners in this course demonstrate their knowledge of ways customers acquire, consume, and dispose of products and services. Learners analyze the buyer behavior of individual consumers, businesses, and governments and evaluate the influence demographics, popular culture, and subcultures have on buyer behavior. Learners also assess the managerial application of consumer behavior concepts, including current issues associated with ethics, law, and regulation.  
Prerequisite(s): BUS3030.

BUS4025  Sales and Sales Management
The focus of this course is on sales and sales management as professional areas distinct from marketing. Learners examine the sales process, the role of sales in lead generation and qualification, and effective approaches to managing sales professionals. Learners also analyze methods of creating long-term customer relationships, including those related to after-sales support and repeat business.  
Prerequisite(s): BUS3030.

BUS4026  Services Marketing
The focus of this course is on the dominant trend in today’s U.S. economy for organizations to provide services, rather than (or in combination with) products, and the ways in which learners can optimally market those services. Learners compare and contrast services marketing and product marketing, study the classic product-oriented marketing mix (product, place, price, and promotion) in the context of services marketing, and consider current trends in the services marketing industries, such as outsourcing.  
Prerequisite(s): BUS3030.

BUS4027  Public Relations
In this course, learners analyze the similarities and differences between public relations and marketing and differentiate between a target audience and a target market. Learners examine the interactions of public relations and its associated stakeholders, including current and new customers; shareholders; the media; financial and industry analysts; and other parts of the enterprise, such as senior management and marketing, finance, and human resources departments. Learners also examine the function of public relations in non-corporate environments.  
Prerequisite(s): BUS3030.
BUS4030  Marketing Distribution Channel Management 6 QUARTER CREDITS
In this course, learners develop and apply an understanding of how to create, manage, and optimize marketing distribution channels as an integrated process. Learners examine traditional and digital marketing distribution channels to gain knowledge of their strategic and operational functions within an organization. In addition, learners evaluate the importance of an optimized distribution channel to the success of a product or service, as well as prepare and present a distribution channel management plan for a product or service offering. **Prerequisite(s): BUS3030.**

BUS4033  Brand Identity and Marketing Communications 6 QUARTER CREDITS
Learners in this course explore multiple forms of marketing communications media and messages, including word-of-mouth marketing and the Internet. Learners consider the communication-saturated nature of the marketplace and its practical significance in focusing brand identity and selecting marketing communications. **Prerequisite(s): BUS3030.**

BUS4034  Marketing Strategy 6 QUARTER CREDITS
This course introduces and illustrates major concepts and strategies that help learners connect concepts to real-world marketing strategy situations and problems. Learners analyze the kinds of marketing information available, learn about the tools and procedures used to gather and evaluate this information, and develop an understanding of the growing role of the Internet in market opportunities. Other topics include advances in information technology and the role these advances play in affecting environmental, competitive, and customer information. **Prerequisite(s): BUS3030.**

BUS4035  Global Marketing 6 QUARTER CREDITS
Learners in this course develop an understanding of the ways in which they can effectively approach marketing in different countries, in order to contribute to an organization’s global success. Course topics include marketing an existing product outside the domestic market, developing a new product for specific country markets, and marketing from a global managerial perspective. Learners also analyze the legal, regulatory, political, and cultural issues associated with international marketing. **Prerequisite(s): BUS3030.**

BUS4036  Marketing Research 6 QUARTER CREDITS
In this course, learners evaluate marketing research and examine the tools and techniques used to conduct real-world marketing research applicable to a variety of business situations. Learners analyze a potential market, conduct marketing research using both primary and secondary data, and interpret the results. Learners also explore ways to apply marketing research results to managerial decision making and identify prominent marketing research trends, such as the increased use of the Internet and other forms of technology. **Prerequisite(s): BUS3030.**

BUS4037  Digital Marketing Tools 6 QUARTER CREDITS
This course introduces learners to various digital tools commonly used in marketing communication and strategy building. Learners gain hands-on experience with website building, digital media, search marketing, social media platforms, email campaigns, and mobile marketing. Learners also assess available systems, determine their value as marketing tools, and judge their effectiveness through appropriate analytics. **Prerequisite(s): BUS3030.**

BUS4801  Ethics and Enterprise 6 QUARTER CREDITS
The focus of this course is on the economic, social, and environmental effects of business decisions and policies. Learners identify significant ethical issues affecting today’s multicultural business environment and evaluate how businesses have responded to them through policy development. Through case studies and examples of current business practices, learners analyze successful and unsuccessful strategies for establishing ethical standards and corporate social responsibility.
BUS4802  Change Management  6 QUARTER CREDITS
In this course, learners acquire and demonstrate change management competencies by exploring change dynamics and identifying ways to facilitate change. In addition, learners identify knowledge and skills required to lead, facilitate, and support change management. Case studies help learners gain an understanding of the unfolding dynamics of planned and unplanned change in organizations from the multiple perspectives of various stakeholders. Trust building, fear containment, and broad participation in the change process receive special attention.

Capstone Course Description

BUS4993  Business Capstone Project  6 QUARTER CREDITS
The capstone project is the culmination of the BS in Business degree program. Learners demonstrate their technical and applied business knowledge and competencies along with critical-thinking and communication skills. Learners also formulate ideas for a new business product or service, create a vision, and develop a strategic plan that describes how to implement their concept. For BS in Business learners only. Must be taken during the learner’s final quarter. Cannot be fulfilled by transfer or prior learning assessment.
Financial Aid

Capella University offers assistance to learners who qualify and would like to secure educational funding to help finance their academic program. A number of options are available, given the diverse needs and backgrounds of prospective learners. Options include:

- Federal Direct Stafford Loan Program
- Federal Direct PLUS Loan Program
- Non-federal loans through preferred lenders and financial institutions
- Capella scholarships
- External scholarships
- Veterans’ educational benefits and U.S. armed forces discounts
- Corporate and higher education alliances
- Employer tuition reimbursement

Regarding loan programs, interest rates for Stafford student loans are low compared to other types of consumer loans, and repayment can be deferred until after graduation. In compliance with federal and state laws, Capella University has established policies for all learners regarding satisfactory academic progress, which is necessary for financial aid eligibility.

Tuition and Fees

This tuition estimate is effective July 10, 2017, and is subject to change. For current pricing, visit the Capella University website at www.capella.edu.

<table>
<thead>
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<th>TUITION/FEE</th>
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<td>Tuition per lower-division credit (1000–2000 level)</td>
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</tr>
<tr>
<td>Tuition per upper-division credit (3000–4000 level)</td>
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<tr>
<td>Resource kit per quarter</td>
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Academic Leadership

Rhonda Capron, EdD
Dean

Dr. Rhonda Capron is an accomplished leader with remarkable business acumen, extensive academic experience and professional relevance within the confluence of today’s transformative marketplace. She brings a unique blend of background and experience to Capella as a seasoned executive and higher education leader with more than 15 years of experience successfully leading strategic initiatives and operations within high-tech businesses. She also has 10 years in higher education, including extensive, hands-on experience teaching; faculty and staff leadership; academic programming; curriculum development; and strategic planning. Dr. Capron joined Capella in 2016. She was previously the academic dean of the School of Business at University of Phoenix. Prior to that position, she held a number of academic leadership roles at William Jessup University in Rocklin, California. In addition she has an extensive background in both the business sector and the military. Rhonda was vice president of support services and software as a service at Oracle Corporation, and she served as the deputy director for operations within the Departments of Army and Energy.

Cheryl Bann, PhD
Associate Dean

Dr. Cheryl Bann is the associate dean of business in Capella’s School of Business and Technology. She has worked with Capella since 2002, initially as adjunct faculty and then, beginning in 2004, as core faculty. Prior to joining Capella, Dr. Bann spent more than 30 years working in the corporate sector (at General Mills and Dain Bosworth), in government (at the Minnesota Trade Office), and in a private consulting practice. In addition, she possesses extensive international experience as a consultant on more than 45 USAID projects in 15 countries, as well as teaching experience at the bachelor’s, master’s, and doctoral levels. Dr. Bann’s educational background includes a BA in Physiology and a BS in Business from the University of Minnesota–Twin Cities, an MBA from the University of St. Thomas, and both an MS in Instructional Design for Online Learning and a PhD in Organization and Management with a specialization in Leadership from Capella University. In 2006, Dr. Bann was a recipient of Capella’s Harold Abel Distinguished Faculty award.

Brian Barton, MBA
Faculty Chair

Prior to his role as a faculty chair in Capella’s School of Undergraduate Studies, Brian Barton was an adjunct faculty member at Capella for several years, facilitating courses in marketing, e-business, and management. He has a BSEE and an MBA from the University of Michigan, and more than 30 years of experience in technology and business in North America, Europe, and Japan. He is a former member of the American National Standards Institute (ANSI), the Electronic Industries Association (EIA), and the International Standards Organization (ISO), where he has worked on worldwide industry standards in manufacturing and telecommunications. Barton has developed and taught university-level courses both on-ground and online, and specializes in management and leadership, marketing, e-business, and project management education. In addition to teaching at Capella University, Barton taught at the University of Michigan early in his career. Prior to his full-time involvement with Capella, Barton was president and CEO of The Solution Sets Group, Inc., a marketing services and e-business solutions provider. He has also been the director of worldwide marketing for Cabletron Systems, vice president of marketing and a corporate officer of Network Express, Inc., director of engineering for Applicon, Inc., and manager of engineering for Comshare.
Move Forward with Capella University

WORKING SCHOLARS
Capella provides an online, flexible learning environment for working adults who are also determined scholars. That connection between academic and professional work infuses the entire Capella experience—from the faculty we recruit to the course projects you complete. The theories discussed in the courseroom are designed to develop working knowledge for everyday situations.

AN ACCREDITED UNIVERSITY
Our accreditation* is an assurance to students, employers, and the public that Capella University meets established standards for quality of faculty, curriculum, and learner services. It is also an important factor in the ability to transfer credits among higher education institutions. Regional accreditation, the type held by Capella, is the most common type for major public, state, and private institutions in the United States.

VALUING YOUR KNOWLEDGE AND EXPERIENCE
Adults bring a wealth of experience and learning to their education. Capella courses are designed to bring out your perspectives just as you gain from others’ ideas. Your knowledge can also be worth time and money: An enrollment counselor can help you estimate how much of your prior learning may apply toward your Capella degree program.

Important Information about the educational debt, earnings, and completion rates of students who attended this program: http://capellaresults.com/assets/includes/gainfulemployment/cta/GE/GE15/bachelors/BS_BUS_Market_gedt.html.

*ACCREDITATION
Capella University is accredited by the Higher Learning Commission.

HIGHER LEARNING COMMISSION
https://www.hlcommission.org
800.621.7440

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