

Bachelor of Business Administration (BBA)

Specialization in Marketing



OVERVIEW

AIU® offers an industry-relevant BBA program with an in-depth specialization in Marketing that's designed to give students business fundamentals while offering them an opportunity to study and apply the fundamentals of marketing within an organization and the contemporary marketing environment.

CURRICULUM INCLUDES

In this specialized curriculum, you can immerse yourself in a study of how marketing professionals play a key role in helping a business stay competitive in the global marketplace, including helping businesses understand their markets and develop relationships with their customers.

This real-world specialization offers the opportunity for in-depth study, with more than half of your courses in your area of interest. It can help you develop a focused, industry-specific knowledge base common to marketing professionals. For example:

Marketing Management: students can explore the application of management principles to the marketing function with an emphasis placed on the application of planning, implementation, controlling and evaluation of marketing strategies as the means for achieving an organization's objectives.

Consumer Behavior: course content includes an analysis of consumer motivation, buying behavior, market adjustment and product innovation. Behavioral aspects of the marketing process from producer to ultimate user or consumer can be considered.

Advertising and Promotion Management: students are challenged to grasp the total marketing communication function in planning and managing programs for advertising products and services. Topics include preparatory research, objective setting, budget planning, media, creative programs and evaluation of advertising effectiveness.

WE CAN HELP YOU

- Assess decisions and employ methods for improving decision-making
- Apply mathematical, statistical and research techniques to analyze contemporary business practices and functions
- Apply the concepts and principles of finance and accounting to make effective decisions.
- Recognize and manage potential ethical and legal conflicts
- Measure market demand and segment the market to achieve a competitive advantage
- Design a research project, including defining the research problem, developing an approach and formulating the research design
- Analyze cases that focus on key marketing management tasks, such as marketing research, sales forecasting, product and brand management, distribution channels, pricing, and promotion, as well as advertising strategies

* Not all credits are eligible to transfer. See the University Catalog for transfer credit policies.

COURSEWORK

OUTCOMES

WHY AIU?

AIU offers a streamlined, real-world curriculum and flexibility designed to help you schedule school around your life, not the other way around. Along with industry-relevant undergraduate and graduate degrees, our industry-focused specializations allow in-depth study of the field.

To accommodate busy lives, we offer full- and part-time program options and transfer-in credit* for eligible college, work and military experience, which could cut down on the time it takes to earn a degree.



AIU's Business Administration degree programs with all their specializations are programmatically accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



AIUniv.edu

Bachelor of Business Administration (BBA)

Specialization in Marketing

The AIU Bachelor of Business Administration (BBA) degree program combines the required general education courses that provide a liberal arts foundation with a coherent business core and specialized courses designed to provide a solid background in business fundamentals, followed by an examination of specific aspects related to the field of marketing.

FOCUS ON YOUR SPECIFIC AREA OF INTEREST

By studying key topics in marketing to complete the upper division's core specialization requirements, you have an opportunity to focus your interests on the acquisition

of industry-specific knowledge and skills common to many marketing professionals.

THE ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS AND PROGRAMS (ACBSP)

The ACBSP accreditation means that AIU's Business Administration programs meet the rigorous standards of this leading accreditation association. It helps ensure that what we teach is industry-current and industry-relevant in today's business environment and can make your degree more meaningful in the marketplace.



REQUIRED COURSES

GENERAL EDUCATION COURSES

ECON220	Microeconomics	4.5
ECON224	Macroeconomics	4.5
ENGL106	English Composition I	4.5
ENGL107	English Composition II	4.5
MATH125	General College Mathematics	4.5
UNIV103	Academic and Professional Success	4.5
UNIV106	Technology and Information Literacy	4.5
UNIV109	Interpersonal Communication	4.5
	Humanities (2 courses)	9
	Natural Sciences (2 courses)	9
	General Education Elective (1 course)	4.5

Total General Education Requirements 58.5

GENERAL ELECTIVES

A combination of any 11 undergraduate courses

Total General Elective Requirements 49.5

CORE COURSES

ACCT205	Principles of Accounting I	4.5
ACCT310	Managerial Accounting	4.5
BUSN105	Introduction to Business	4.5

CORE COURSES (CONTINUED)

BUSN150	Legal and Ethical Environment of Business	4.5
BUSN311	Quantitative Methods and Analysis	4.5
FINA310	Financial Management	4.5
MGMT305	Management Information Systems	4.5
MGMT310	Management and Leadership of Organizations	4.5
MGMT315	Survey of Human Resources Management	4.5
MGMT499	Program Capstone	4.5
MKTG205	Principles of Marketing	4.5

Total Core Requirements 49.5

MARKETING SPECIALIZATION COURSES

MKTG305	Marketing Management	4.5
MKTG340	Public Relations	4.5
MKTG405	Consumer Behavior	4.5
MKTG408	Advertising and Promotion Management	4.5
MKTG450	Marketing Campaign and Strategic Planning	4.5

Total Specialization Requirements 22.5

Total Bachelor's Degree Requirements 180

For important information about the educational debt, earnings, and completion rates of students who attended this program, go to www.aiuniv.edu/disclosures. AIU cannot guarantee employment or salary. Not all programs are available to residents of all states. 1294612 3/18

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