Management: Concentration in Marketing
48 credits
Bachelor of Science

The Management major with a Marketing concentration provides students with a well-rounded education in the role that marketing has in a firm, its industries, and the economy. With these concentration courses, students learn how to apply the concepts needed to develop a rationale from a marketing perspective that guides an organization’s decisions and the activities of a firm.

Employment in Sales and Marketing:

*Commercial banking
*Financial services
*Corporate marketing
*Industrial products & services
*Consumer product & services
*Real estate
*Universities & higher education institutions
*Non-profit institutions

Core Management Courses
6 courses - 18 credits

- MGMT 0021  The Management Process
- MGMT 0022  Financial Accounting
- MGMT 0023  Managerial Accounting
- MGMT 1818  Management Science
- MGMT 1820  Operations Management
- MGMT 1821  Introduction to Finance

Marketing Concentration
4 courses - 12 credits

- MGMT 1819  Introduction to Marketing
- MGMT 1827  Digital Marketing and Commerce
- MGMT 1869  Marketing Research
- COMMRC 1310  Advertising Strategy and Practices

Electives
5 courses - 15 credits

1. Choose 3 courses out of any MGMT, or INFSCI.
2. Choose 2 courses out of any MGMT, HCM, or another course from approved MGMT elective list. One of the two can be an internship for 3 credits. See an Advisor for details.

Additional Requirements
1 course - 3 credits

After earning 90 credits, and fulfilling each course within the core, all Management majors must take MGMT 1955—Strategic Management, to fulfill the capstone course requirement.

Liberal Arts Courses

Management majors must take the following courses used to satisfy the General Education requirements.

*Some of the courses listed below may have prerequisites.

- CS 0098  Decision Making with Excel
- MATH 0120  Business Calculus*
- ECON 0100  Introduction to Microeconomic Theory
- ECON 0110  Introduction to Macroeconomic Theory
- PHIL 1380  Business Ethics
- PSY 0680  Introduction to Industrial/Organizational Psychology*
- STAT 1100  Statistics and Probability for Business Management
- ENGCMP 0031  Business Writing*

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