



University of
Pittsburgh
Greensburg

Management: Concentration in Marketing

undergraduate program

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



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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* or
SOC 1305	Organizational Behavior
STAT 1100	Statistics and Probability for Business Management
ENGCOMP 0031	Business Writing*