

Marketing - B.S.

Effective Fall 2020, Johnson & Wales University will complete its transition from a term calendar to a semester calendar. Starting with the 2020–21 catalog, all programs will represent course requirements in semester credit hours rather than quarter credit hours. Students who started on terms and will finish their degree requirements on semesters should consult with their assigned academic counselor in Student Academic Services or faculty advisor on semester transition academic planning.

The Marketing bachelor's degree program prepares students for careers in a variety of managerial and professional positions in the marketing industry. Students learn general marketing concepts and various functional specialties in fields such as digital marketing and research and creative strategy.

Upon completion of the program, graduates are expected to:

- Apply the major concepts, skills and values of marketing in business situations.
- Communicate effectively to diverse audiences, purposes and situations through a variety of professional methods required in the marketing industry.
- Use decision-support tools to resolve contemporary business issues using ethical business practices.
- Analyze research and use critical thinking to identify and recommend appropriate solutions for client/brand marketing challenges.
- Develop branding and marketing strategies that are ethically sound and align with business objectives for local, national and global brands.

As part of the program, students are offered the opportunity to develop expertise in consumer behavior, marketing analysis, strategic marketing, marketing communications, brand marketing and design, professional selling, international marketing, and marketing technologies such as data-driven marketing, digital media planning and search engine marketing.

Students may apply these skills in programs such as directed experiential education, internships, and summer work or study abroad programs. These programs are tailored based on student learning and interests, and professional goals, designed jointly in collaboration with students, faculty advisors and business partners. Students also meet with faculty advisors to determine a career focus that best suits their desired professional objectives.

The Marketing program in Providence offers 2 specializations (22.5 credits) that enhance and strengthen the qualifications of graduates interested in Digital Marketing and Analytics and Creative Advertising. These specializations are intended to give students opportunities to develop expertise in a functional area that complements their major. Real-world applications are embedded in both specializations.

The Digital Marketing and Analytics specialization affords students who are either Marketing or Advertising & Marketing Communications majors the opportunity to gain additional knowledge and skills in the expanding digital marketing and research analytics industry. Students can pursue careers in digital media planning, digital analytics, database management, research management, search engine marketing and content marketing.

Upon completion of the Digital Marketing and Analytics specialization, students are expected to:

- Develop online optimization strategies for paid and organic search marketing using analytics and digital platforms.

The Creative Advertising specialization is suitable for students who are interested in careers in art direction and copywriting, branded content production, digital display, brand design and development, blogger or content manager.

Upon completion of the Creative Advertising specialization, students are expected to:

- Write, design and produce creative advertising and branded content in both digital and traditional media.

Marketing

A four-year program leading to the bachelor of science degree

Business Foundations	
ACCT1210	Financial Accounting 4.5

ACCT1220	Managerial Accounting	4.5
CAR0010	Career Management	1
FISV2000	Finance	4.5
FIT1040	Spreadsheet Design for Business Solutions	4.5
LAW2001	The Legal Environment of Business I	4.5
MGMT1001	Contemporary Business Management I	4.5
MGMT2001	Human Resource Management	4.5
MRKT1001	Principles of Marketing	4.5

Major Courses		
ADVC1010	Marketing Communications	4.5
MRKT1002	Consumer Behavior	4.5
MRKT2050	Marketing Research	4.5
MRKT3005	Brand Marketing	4.5
MRKT3045	Social Media Marketing	4.5
or ADVC2001	Creative Concepts and Strategy	
or GDES3050	Basics of Print Design	
MRKT3050	Techniques in Sales Management	4.5
MRKT4030	International Marketing	4.5
MRKT4055	Strategic Marketing	4.5

Major Electives	
Choose five of the following:	

ADVC2001	Creative Concepts and Strategy	
ADVC3003	Advertising Campaigns	
ADVC3010	Digital Media Planning	
ADVC4120	Marketing Communications in an International Context	
MRKT3002	Brand Design	
MRKT3011	Data-Driven Marketing	
MRKT3020	Product Development	
MRKT3045	Social Media Marketing	
MRKT3055	Survey Research	
MRKT3085	Marketing Analytics	
MRKT3150	Special Topics in Marketing	
RTL2005	Global Sourcing	

A&S Core Experience	
Communications Foundation Courses 13.5	
ENG1020	English Composition
ENG1021	Advanced Composition and Communication
ENG1030	Communication Skills
Integrative Learning 9	
Two ILS courses, one at the 2000 level, and one at the 4000 level.	
Arts and Humanities 9	
PHIL3240	Ethics: A Global Perspective
One course from ART, HIST, HUM±, LIT, or REL	
Mathematics 9	
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)
MATH2001	Statistics
Science 4.5	
One course from BIO^, CHM±, PHY° or SCI	
Social Sciences 9	
ECON1001	Macroeconomics
One course from ANTH°, LEAD, PSCI, PSYC or SOC	
A&S Electives 9	
Two courses with an EASC attribute, at least one at 3000 level or higher.	
Free Electives #	
22.5 credits selected from 1000-4999 numbered offerings within the university. 22.5	
Total Credits 181.0	

Visit Courses by Subject Code for a listing of all campus courses.

‡HUM courses are not offered in North Miami or Online.

^BIO courses are not offered in North Miami, Charlotte or Online.

¶CAD courses are only offered in Providence.

±CHM courses are not offered in North Miami or Online.

°PHY courses are not offered in Charlotte.

°°ANTH courses are not offered in North Miami or Charlotte.

In addition to classes, free elective credit can be applied to a number of options such as Directed Experiential Education (DEE), Internship, Minor or Study Abroad. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact an adviser before scheduling free elective credits.

NOTE: Students must pass MATH0010 Basic Mathematics or have equivalent placement scores to enroll in required math course(s).

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills will be assessed at the completion of ENG1021 Advanced Composition and Communication. Students who have met the requirement of ENG1021 Advanced Composition and Communication or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

In collaboration with academic colleges across all JWU campuses, JWU Study Abroad programs offer a variety of international options for major, minor, Arts & Sciences, and elective credit at many price points for students during the academic year and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester. Financial aid is applicable and scholarships are available. Visit the study abroad website for information, program descriptions and online applications.