



College of Adult Professional Studies



Bachelor of Science in Business Studies

Marketing

The College of Adult Professional Studies at Christian Brothers University is designed for you -

customized to fit your career goals and your budget. Classes are offered in a hybrid format, giving you both face-to-face interaction and online flexibility to complete your degree efficiently, and on your terms.

With experienced instructors and small class sizes, we offer you the individual attention required to develop a solid foundation for your next step.

The Bachelor of Science in Business Studies – Concentration in Marketing

will allow you to understand the evolution of customer perceptions and preferences, the needs and wants of organizational stakeholders, and how these variables can be influenced through for-profit and nonprofit marketing strategies.

- Curriculum topics within the concentration include marketing research and intelligence, market and consumer behavior, marketing policy and strategy, and promotional strategy.
- The program culminates in a practicum/project, allowing you to explore and put into practice the body of knowledge gained throughout all marketing courses.

CORE COURSES

- ACCT 260 Financial Accounting
- ACCT 270 Managerial Accounting
- BLAW 301 Business Law I
- BLAW 302 Business Law II
- BUS 206 Business Research Methods
- ECON 214 Principles of Microeconomics
- ECON 215 Principles of Macroeconomics
- ECON 420 Managerial Economics
- ENG 371 Business Communications
- FIN 327 Financial Management I
- FIN 427 Financial Management II
- MIS 231 Introduction to MIS
- MGMT 227 Principles of Organization and Management

- MGMT 498 Business Policy
- MKTG 311 Principles of Marketing

CONCENTRATION COURSES MARKETING

- MKTG 324 Marketing Research & Intelligence
- MKTG 334 Market & Consumer Behavior
- MKTG 411 Marketing Policy & Strategy
- MKTG 433 Promotional Strategy
- MKTG 455 Practicum and Project in Marketing

For more detailed information about any degree that interests you please visit

www.cbu.edu/caps-programs



According to the Bureau of Labor Statistics, the annual mean wages for individuals working in Tennessee in these disciplines are:

Marketing Managers **\$96,250**

Market Research Analysts and Marketing Specialists **\$57,620**

(Cite: Tennessee - May 2015 OES State Occupational Employment and Wage Estimates. (n.d.). Retrieved September 02, 2016, from http://www.bls.gov/oes/current/oes_tn.htm)

“CAPS accommodates my work schedule and prepares me for a better future.”

– Jessica P.

Enter to learn at a university focused on personalized attention, career preparation, and the facilitation of programs that are designed for you – that’s why Forbes ranked CBU among the top 20% of colleges in the nation.

APPLY NOW

(901) 321-3291
or at
www.cbu.edu/CAPSApPLY




CBU
COLLEGE OF
ADULT PROFESSIONAL STUDIES



DEGREES THAT WORK FOR WORKING ADULTS



650 East Parkway South Memphis, Tennessee 38104
(901) 321-3291 | (877) 321-4CBU

www.cbu.edu/caps

