

SOCIAL MARKETING



Bachelor of Science in Business Administration

SCHOOL of
PROFESSIONAL STUDIES

PROGRAM OVERVIEW

The Bachelor of Science in Business Administration degree program's goal is to develop in each student a broad understanding of how the elements and processes of business organizations relate to one another and to the external environment. Degree requirements are designed to develop proficiency and confidence in the functional areas of business. In addition to providing the technical skills required for a professional level business position, the ethical considerations of business are emphasized. The social marketing concentration is designed for students planning to assume managerial responsibilities in social marketing, media and consumer research.

PROGRAM FORMAT

Courses are 8-weeks long and offered six terms each year. Faculty are scholar practitioners with real world experience.

- Available 100% online

CAREER OPPORTUNITIES

Job examples for this degree: Social Media Specialist Public Relations Specialist Web Analyst
Market Research Analyst Media Relations

Learn about earning potential: U.S. Bureau of Labor Statistics | www.bls.gov

CONTACT US

UIW School of Professional Studies Admissions

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www.SPS.UIW.edu

Accreditation: University of the Incarnate Word is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, masters, doctorate, and professional degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of University of the Incarnate Word.

DEGREE PROFILE: 4-YEAR PLAN

YEAR 1

Term	Course Title	Hours	Course Title	Hours
Term I	ENGL 1311 Composition I	3	DWHP 3300 Dimensions of Wellness	3
Term II	ENGL 1312 Composition II	3	COMP 1301 Computer Literacy	3
Term III	ENGL 2310 World Literature	3	BIS 2321 Management of Information Systems	3
Term IV	Social Science	3	RELS 1325 Religious Quest	3
Term V	PHIL 1381 Introduction to Philosophy	3	Fine or Applied Arts	3
Term VI	MATH 1304 College Algebra	3	Natural Science w/Lab	4

YEAR 2

Term	Course Title	Hours	Course Title	Hours
Term I	MSC 3370 Statistical Analysis of Business	3	History	3
Term II	MSC 3371 Models of Management Science	3	Language I	3
Term III	ACC 2311 Financial Accounting	3	Language II	3
Term IV	ACC 2312 Managerial Accounting	3	General Elective	3
Term V	ECN 2301 Macroeconomics	3	3000 or 4000 Level Religious Studies or Philosophy	3
Term VI	ECN 2302 Microeconomics	3	MGT 3340 Concepts and Functions of Management	3

YEAR 3

Term	Course Title	Hours	Course Title	Hours
Term I	MKT 3320 Public Relations	3	MKT 3331 Introductory Marketing Concepts and Strategies	3
Term II	MKT 3353 Social Media	3	BLW 3317 Legal Aspects of Business	3
Term III	MKT 3355 Marketing on the Internet	3	FIN 3321 Business Finance	3
Term IV	MKT 3377 Marketing and Buyer Behavior	3	GLB 3331 Analysis of Global Business Opportunities	3
Term V	MKT 4390 Managerial Functions of Marketing	3	MKT 4365 Web Analytics	3
Term VI	MKT 4375 Application of Market Research	3	General Elective	3

YEAR 4

Term	Course Title	Hours	Course Title	Hours
Term I	General Elective	3	General Elective	3
Term II	General Elective	3	MGT 4375 Business Policy and Strategy	3

Total requirements must meet 120 credit hours to be eligible for graduation and 45 hour residency requirement.

All students must have documented 45 hours of community service to graduate.

