

SALES AND SERVICES MARKETING

SPECIALIZATION IN THE BACHELOR OF
SCIENCE IN BUSINESS ADMINISTRATION

BGSU

College of
Business

BOWLING GREEN STATE UNIVERSITY

CAREER OPPORTUNITIES:

The service industry is the fastest growing U.S. job market. As the U.S. continues to shift from a manufacturing-based economy to a service-based economy, service firms like ADP, ABF Freight System, Cintas, Google, Marriott, UPS are looking for graduates who understand how to market and sell services. Careers in sales and services marketing are extensive and diverse. Entry-level job titles include sales representative, account executive, product manager, marketing analyst, and customer service representative/manager. Entry-level salaries in many positions start at around \$50,000.

Service companies cut across a wide variety of industries, such as:

Retailing	Advertising/Promotion
Marketing Research	Information Technology
Insurance/Finance	Health Care
Logistics/Distribution	Non-Profit

Success factors in these careers include: good communication skills, strong work ethic, enthusiasm, persistence and self-motivation.

CURRICULUM:

The Sales and Services Marketing specialization offers you two tracks to choose from depending on the career you would like to pursue: sales or services marketing.

In addition to BSBA courses, you will take 4 required courses and 3 electives in marketing.

STUDENT ACTIVITIES AND GROUPS:

BGAMA — BGSU's collegiate chapter of the American Marketing Association.

- One of the largest and most active student organizations on campus
- Named Outstanding Collegiate Chapter at 2010 International Collegiate Conference
- Ranked as one of the world's top 16 programs. Faculty Advisor: Mr. Mearl Sutton 372-6920, msutton@bgsu.edu

BGSU STUDENT SALES COMPETITION

- Winners have gone on to achieve 4th best record among all universities who compete at the National Collegiate Sales Competition since 1999, including winning the National Title in 2010

SERVICE MARKETING CASE COMPETITION

- Students compete for scholarship money by working on case studies of real companies.
- BGSU students won 1st place in 2014

SPECIAL HIGHLIGHTS:

- One of only four undergraduate programs in services; only program in sales and services marketing
- Works with BGSU's Service Marketing Institute emphasizing services marketing concepts throughout the curriculum.
- Visit our website: www.bgsu.edu/business/marketing.html

Check out the College of Business Administration website at www.bgsu.edu/business.html
Department of Marketing
Dr. Bob Wu, Chair
234 BA
(419) 372-2041

SALES and SERVICES MARKETING – 21 Hours

A specialization in the
Bachelor of Science in Business Administration

Students must meet the specialization requirements in effect at the time of their admission to the BSBA degree program.

The specific requirements for the **Sales and Services Marketing** specialization are as follows:

<u>Courses</u>	<u>Course Name</u>	<u>Credit Hours</u>
MKT 3020	Consumer Behavior	(3)
MKT 4050	Services Marketing	(3)
MKT 4400	Professional Selling	(3)
MKT 4150	Managing the Service Experience (capstone)	(3)
OR		
MKT 4500	Advanced Selling and Sales Planning (capstone)	(3)

Plus **three** of the following courses:

MKT 3200	Marketing Research	(3)
MKT 3500	Business-to-Business Marketing	(3)
MKT 4100	Marketing Communication and Promotion	(1-3)
MKT 4120	Advertising Management	(3)
MKT 4160	Servicescape Design	(3)
MKT 4300	Retail Management	(3)
MKT 4420	Sales Management	(3)
MGMT 3300	Supply Chain I	(3)
MGMT 3610	Human Resource Management	(3)
MGMT 4560	Managing Productivity, Employee Involvement and Reward Systems	(3)
FIN 3400	Financial Markets	(3)
FIN 4130	Personal Financial Planning	(3)
FIN 4140	Retirement & Employee Benefit Planning	(3)
FIN 4210	Risk Management & Insurance Planning	(3)
FIN 4350	Investment Analysis	(3)

Students must meet prerequisites in effect at the time of course enrollment.

Notes:

- Students must achieve a grade of "C" or better in MKT 2010 in order to enroll in advanced Marketing courses and must meet all other course prerequisites.
- The Sales and Services Marketing specialization requires an internship– COOP 50 Cooperative Internship or Academic Internship (non-credit).
- A grade of "C" or better must be earned in each course taken for the specialization.
- For students who plan to pursue both a Marketing Specialization and a Sales and Services Marketing Specialization; at least 15 additional credit hours must be taken that do not count toward the other specialization.

Students are responsible for meeting all requirements for the BSBA including specialization requirements.