

MARKETING B.S

Students majoring in B.S. Marketing at D'Youville gain the knowledge and skills needed to understand consumer needs and wants, identify target markets, and develop strategies to satisfy the customer needs in those markets.

Graduates of this bachelor's degree can pursue many different careers such as marketing management, product development, brand management, marketing research, advertising, and professional selling.

In addition, with a D'Youville marketing degree a student can pursue higher education degrees such as MBA, Master of Studies in Law, and Master's in Marketing. Current B.S. Marketing students are also eligible for the combined B.S. Marketing/MBA program and can apply by submitting a change of major form to the chair of the business department.

The D'Youville B.S Marketing degree is accredited by the International Accreditation Council for Business Education (IACBE). (<http://iacbe.org/>)

Code	Title	Credits
	General Education Requirements	30
	Liberal Arts and Science Electives	27
	Major Requirements	63
Total Credits		120

Course Requirements for the Major

Code	Title	Credits
ECO-201	Macroeconomics	3
ECO-202	Microeconomics	3
ECO-207	Statistics	3
ACC-211	Principles of Accounting I	3
ACC-212	Principles of Accounting II	3
MGT-304	Communicating in Organizations	3
MKT-306	Advertising & Sales Promotion	3
MGT-316	Pc & E-Commerce for Managers	3
MGT-411	International Business	3
LAW-303	Business Law I	3
MKT-304	Principles of Marketing	3
MKT-401	Personal Selling	3
MKT-402	Consumer Behavior	3
MKT-404	Marketing Channels	3
MKT-408	Marketing Research	3
MKT-420	Sales Management	3
MKT-422	Marketing Management	3
MKT-444	Marketing Internship I	3
	MKT Electives	9
Total Credits		63

Students must earn a grade of C or better in each course in the major. One-half of the major (30 hours) must be earned at D'Youville. A student may repeat a major course once. A student may repeat no more than three major courses in the total program.

To qualify for an internship, students must have achieved a G.P.A. of 2.5 and receive the recommendation of a faculty member in their major field.

Students who do not meet these requirements may apply for a waiver. A waiver of the requirement will be granted only in exceptional circumstances as determined by the department chair. If a waiver is granted, the student must take another minimum three-credit course stipulated by the department chair in consultation with the student's advisor.

Academic Regulations

To be in good standing, students must do the following:

1. Maintain term (semester/summer) and cumulative averages of 2.0
2. Maintain a minimum grade of C in all 100- to 400-level courses required in the major and for all other courses required for the major.
3. Undergraduate program students experiencing academic difficulties may be required to decelerate their progress until an acceptable level of general academic performance is achieved. Permission to decelerate in the program must be obtained from the chair of the department of business.
4. Students at the undergraduate level can be placed on program probation a maximum of two consecutive terms or a total of three nonconsecutive terms. Students who exceed these limits are dismissed.

Academic Probation

A student will be placed on program academic probation when there is failure to satisfy specific program academic standards or regulations. A student will be placed on academic probation for the two full-time terms (i.e., semesters and/or summers) which immediately follow the date of probation. All students on program academic probation must meet the academic standards for their classification (undergraduate/graduate). Failure to meet the academic standards during a probationary period will result in dismissal from the program.

Students placed on academic probation are not permitted to advance to subsequent terms of study until the academic deficiency which resulted in the probation status has been remedied. The student will remain on probation for two terms in which full-time coursework, or its equivalent, is satisfactorily completed.

Students may appeal the decision of dismissal from the accounting program to the chair of the department of business. The appeal is initiated with a letter from the student to the department chair that describes the extenuating circumstances that limited academic performance. The department chair then presents the appeal to the business faculty for consideration. If the appeal is accepted, the student will remain on program academic probation for two full-time terms and must satisfy the criteria of probation.

Student Conduct

Students enrolled in the D'Youville University business programs are expected to demonstrate high standards of personal behavior and professional conduct in the academic and fieldwork assignments. Academic dishonesty of any form will not be tolerated by the program faculty. University policy regarding academic dishonesty will be followed with the recommendation that the offender be dismissed from the business program.

ADMISSION REQUIREMENTS

At D'Youville, we are committed to selecting students who are academically well-rounded and committed to meeting the challenges of a high-quality education. If you have been successful in a traditional

college preparatory program in high school, you should be well-prepared for the academic challenges at D'Youville. While we don't require you to submit ACT or SAT test scores, if you have taken or intend to take a standardized test we encourage you to submit your scores if you'd like them to be evaluated as part of your application.

First Time in College Freshman Requirements:

- Submitted application for admission
 - Applications are free of charge and can be found on our Apply: Freshmen webpage (<http://www.dyc.edu/admissions/freshmen/apply.aspx>).
- Official high school transcripts
 - An overall weighted GPA of 80 with successful completion of high school graduation requirements and three years of math, history, English, and science.

Not Required (utilized in a holistic review for admission if provided):

- Standardized SAT/ACT test scores
- Admissions essay
- Letters of recommendation

Transfer Admission Required Review Criteria:

- Submitted application for admission
 - Applications are free of charge and can be found on our apply webpage (<http://www.dyc.edu/admissions/transfer/>).
- Official transcripts from **ALL** previously attended colleges/universities
- Cumulative GPA of 2

Not Required (utilized in a holistic review for admission if provided):

- Coursework relevant to major of interest
- Admissions essay
- Letters of recommendation