

BA FLEX MARKETING AND SALES (BAMS)

BAMS 300X | Marketing Foundations Concepts and Application | 2 cr

Examines integration of the marketing function into the operation of a successful organization, including the role of marketing, the impact of the external environment on marketing strategies, market segmentation analysis, the concepts of the marketing mix, and conducting market research.

Prerequisites: BAEF 101X; admission to the Flexible Option Program and consent of program representative.

BAMS 301X | Marketing Plan | 2 cr

Develops and presents a comprehensive marketing plan for an organization's products and/or services.

Prerequisites: BAMS 300X and ENGL 101; admission to the Flexible Option Program and consent of program representative.

BAMS 310X | Sales Concepts and Application | 1 cr

Examines the integration of the sales function into the operation of a successful organization, including the role of professional selling in meeting organizational objectives, the sales process, and the effectiveness of sales calls in the context of major sales models, buyer type, and buying situations.

Prerequisites: BAMS 301X; admission to the Flexible Option Program and consent of program representative.

BAMS 311X | Sales and Sales Territory Management Practicum | 2 cr

Provides an opportunity to execute a professional sales call, plan and organize sales activities, and evaluate the student's own strengths and weakness related to sales functions.

Prerequisites: BAMS 310X; admission to the Flexible Option Program and consent of program representative.