

# Bachelor of Business Administration (BBA)

## Specialization in Marketing



### OVERVIEW

AIU® offers an industry-relevant BBA program with an in-depth specialization in Marketing that's designed to provide students business fundamentals while offering them an opportunity to study and apply the fundamentals of marketing within an organization and the contemporary marketing environment.

### CURRICULUM INCLUDES

This targeted degree program is designed to provide students with both a comprehensive understanding of business management and marketing. In this specialized curriculum, students can study how marketing professionals play a key role in helping a business stay competitive in the global marketplace, including helping businesses understand their markets and develop relationships with their customers. Some of the courses include:

**Marketing Management:** students can explore the application of management principles to the marketing function with an emphasis placed on the application of planning, implementation, controlling and evaluation of marketing strategies as the means for achieving an organization's objectives.

**Consumer Behavior:** students have the opportunity to analyze consumer motivation, buying behavior, market adjustment and product innovation. Behavioral aspects of the marketing process from producer to ultimate user or consumer can be considered.

**Advertising and Promotion Management:** students are challenged to grasp the total marketing communication function in planning and managing programs for advertising products and services. Topics include preparatory research, objective setting, budget planning, media, creative programs and evaluation of advertising effectiveness.

### WE CAN HELP YOU

- Integrate knowledge of the core ACBSP business concepts of accounting, finance, statistics, economics, management, and marketing to assess business circumstances
- Propose quantitative business solutions which demonstrate critical and analytical thinking
- Collaborate in cross functional teams utilizing effective business techniques and strategies
- Navigate challenges in a global market involving international distribution and operations networks
- Share business recommendations and information through a variety of communication delivery formats
- Evaluate potential ethical and legal issues in contemporary business situations and propose appropriate resolution
- Employ technology to effectively solve business problems and provide solutions
- Design market research and consumer behavior practices based on business principles and theories which promote organizational competitive advantage

\* Transfer credits are evaluated on an individual basis. Not all credits are eligible to transfer. See the University Catalog for transfer credit policies.

### COURSEWORK

### OUTCOMES

### WHY AIU?

AIU offers a streamlined, real-world curriculum and flexibility designed to help you schedule school around your life, not the other way around. Along with industry-relevant undergraduate and graduate degree programs, our industry-focused concentrations allow in-depth study in the field.

To accommodate busy lives, we offer full- and part-time program options and transfer-in credit\* for eligible college, work and military experience, which could cut down on the time it takes to earn a degree.



AIU's Business programs are programmatically accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

AIUniv.edu

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The AIU Bachelor of Business Administration (BBA) degree program combines the required general education courses that provide a liberal arts foundation with a coherent business core designed to provide a foundation for opportunities in business or preparation for advanced study.

### FOCUS ON YOUR SPECIFIC AREA OF INTEREST

By studying key topics in management to complete the upper division's specialization requirements, you have an opportunity to focus your interests on the acquisition of industry specific knowledge and skills common to management professionals.

### THE ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS AND PROGRAMS (ACBSP)

The ACBSP accreditation means that AIU's Business Administration programs meet the rigorous standards of this accreditor. It helps ensure that what we teach is industry-relevant in today's business environment.



#### REQUIRED COURSES

#### GENERAL EDUCATION COURSES

ECON220	Microeconomics	4.5
ECON224	Macroeconomics	4.5
ENGL106	English Composition I	4.5
ENGL107	English Composition II	4.5
MATH125	General College Mathematics	4.5
UNIV103	Academic and Professional Success	4.5
UNIV106	Technology and Information Literacy	4.5
UNIV109	Interpersonal Communication	4.5
	Humanities (2 courses)	9
	Natural Sciences (2 courses)	9
	General Education Elective (1 course)	4.5

**Total General Education Requirements 58.5**

#### GENERAL ELECTIVES

A combination of any 10 undergraduate courses

**Total General Elective Requirements 45**

#### CORE COURSES

ACCT205	Principles of Accounting I	4.5
ACCT310	Managerial Accounting	4.5
BUSN105	Introduction to Business	4.5
BUSN150	Legal and Ethical Environment of Business	4.5
BUSN311	Quantitative Methods and Analysis	4.5

#### CORE COURSES (CONTINUED)

FINA310	Financial Management	4.5
MGMT305	Management Information Systems	4.5
MGMT310	Management and Leadership of Organizations	4.5
MGMT315	Survey of Human Resource Management	4.5
MGMT415	Global Operations Management	4.5
MGMT499	Program Capstone	4.5
MKTG205	Principles of Marketing	4.5

**Total Core Requirements 54**

#### MARKETING SPECIALIZATION COURSES

MKTG305	Marketing Management	4.5
MKTG340	Public Relations	4.5
MKTG405	Consumer Behavior	4.5
MKTG408	Advertising and Promotion Management	4.5
MKTG450	Marketing Campaign and Strategic Planning	4.5

**Total Specialization Requirements 22.5**

**Total Bachelor's Degree Requirements 180**

American Intercontinental University is accredited by The Higher Learning Commission ([www.hlcommission.org](http://www.hlcommission.org)), an institutional accreditor recognized by the U.S. Department of Education.  
AIU cannot guarantee employment, salary, or career advancement. Not all programs are available to residents of all states. REQ2155767 08/25

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