

**Bachelor of Science in Marketing Systems**

DSC's Bachelor of Science in Marketing Systems is designed to prepare students for positions in marketing, professional sales, marketing research, advertising, e-tailing, and e-commerce.

For additional information about admission requirements and application procedures, please refer to the latest edition of the *Dalton State College Catalog* (available online at [www.daltonstate.edu](http://www.daltonstate.edu)).

**Career options include:**

- Marketing
- Sales
- Advertising
- Retailing
- Management
- Manufacturing

**Salary ranges for marketing managers:**

- Georgia average annual wage: \$55,200
- Georgia wage range: \$3,060–\$6,400 per month

**Salary ranges for sales representatives:**

- Georgia average annual wage: \$42,240
- Georgia wage range: \$2,200–\$5,190 per month

**Course requirements**

**Credit Hours**

**I. CORE CURRICULUM**

See the *Dalton State College Catalog* – Associate of Science Degree in Business Administration. Areas A-F in Business Administration should include BUSA 2106 and MATH 2181 and PHED 1000 (First Aid/CPR) and may include up to three hours of Activity Electives. 61-64

**II. BUSINESS CORE**

BUSA	3051	Principles of Management	3
BUSA	3054	Principles of Marketing	3
BUSA	3055	Quantitative Methods	3
BUSA	3056	Principles of Finance	3
BUSA	4051	Strategic Management/Policy	3
ENGL	3203	Business Writing	3
IOMG	3251	Principles of Operations Management	3
MATH	2200	Introduction to Statistics -or-	
	2181	Applied Calculus	*3
MGIS	3351	Management Information Systems	<u>3</u>
			27

**Course Number**

**III. MARKETING SYSTEMS CORE**

MARK	3011	Consumer Behavior	3
MARK	3023	Sales and Sales Management	3
MARK	3570	Advertising and Promotion	3
MARK	4055	Business to Business Marketing	3
MARK	4081	Marketing Management	3
MARK	4121	Market Research	3
MARK	4351	International Marketing	3
MARK	4380	e-Commerce	3
MARK	4900	Marketing Internship	<u>3</u>
			27

**IV. UPPER DIVISION ELECTIVES**

**6**  
**TOTAL 121-124 hours**

\*Requirement is dependent upon which course is taken to satisfy the Area D elective in the Associate of Science–Business Administration curriculum as both courses are required for the Bachelor of Science degree.

**Admission to the College:**

Enrollment Services  
213 North College Drive  
Dalton, GA 30720-3797

Phone: 706-272-4436  
800-829-4436  
Fax: 706-272-2530  
E-mail: [admissions@em.daltonstate.edu](mailto:admissions@em.daltonstate.edu)  
Web: [www.daltonstate.edu](http://www.daltonstate.edu)

**Program information:**

Dr. Mike D'Itri, Chair  
Division of Business and Technology  
Memorial Hall, Room 210

Phone: 706-272-4506  
Fax: 706-272-4525  
E-mail: [mditri@em.daltonstate.edu](mailto:mditri@em.daltonstate.edu)

Dalton State College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097, 404/679-4501) to award the Associate and Bachelor's degrees.

**University System of Georgia**  
An Equal Opportunity/Affirmative Action  
Program Institution