



Bachelor of Science in **Marketing Management**

The Bachelor of Science in Marketing Management is a competency-based program that enables marketing and sales professionals to earn a Bachelor of Science degree. The B.S. in Marketing Management is great preparation for a variety of careers in marketing, promotion, and sales management. This program consists of twelve balanced areas of study (domains), WGU competency-based assessments, and a capstone project.

Understanding the Competency-Based Approach

Practically speaking, what does it mean when we say that WGU programs are competency-based? Unlike traditional universities, WGU does not award degrees based on credit hours or on a certain set of required courses. Instead, students earn their degrees by demonstrating their skills, knowledge, and understanding of important concepts through a series of carefully designed assessments.

Progress through your degree program is governed, not by classes, but by satisfactory completion of the required assessments that demonstrate your mastery of the competencies. Of course, you will need to engage in learning experiences as you brush up on competencies or develop knowledge and skills in areas in which you may be weak. For this learning and development, WGU has a rich array of learning resources in which you may engage under the direction of your mentor. You will work closely with your mentor to schedule your program for completing the assessments. (We discuss assessments in much more detail later in this guide.) You will work closely with additional faculty members as you proceed through courses of study that are designed to lead you through the content you must master in order to pass individual assessments.

The benefit of this competency-based system is that it makes it possible for people who are knowledgeable about a particular subject to make accelerated progress toward completing a WGU degree even if they lack college experience. You may have gained your skills and knowledge of a subject on the job, accumulated wisdom through years of life experience, or, indeed, took a course on a particular subject. WGU awards a degree to you based on the skills and knowledge that you possess and can demonstrate, not the number of credits you have on your transcript.

Accreditation

Western Governors University is the only university in the history of American higher education to have earned accreditation from four regional accrediting commissions. WGU's accreditation was awarded by (1) the Northwest Commission on Colleges and Universities, (2) the Higher Learning Commission of the North Central Association of Colleges and Schools, (3) the Accrediting Commission for Community and Junior Colleges of the Western Association of Schools and Colleges, and (4) the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges. The university's accreditation status is now managed by the Northwest Commission on Colleges and Universities (NWCCU). The university is also accredited by the Distance Education and Training Council (DETC), and the WGU Teachers College is accredited by the National Council for Accreditation of Teacher Education (NCATE). The nursing programs are accredited by the Commission on Collegiate Nursing Education (CCNE). The Health Informatics program is accredited by the Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM).

The Degree Plan

The focus of your program is your personalized Degree Plan. The Degree Plan is a detailed blueprint of the learning resources and assessments that comprise your program. The length of your program depends on both the amount of new information you need to learn and the amount of time you plan to devote each week to study.

Students will vary widely in the specific skills and information they need to learn. For example, some may be highly knowledgeable in a subject matter and would not need to engage in new learning opportunities. Others may find that portions of the program require completely new learning and that they may need to take an online class or participate in a study module to acquire the knowledge and skills needed to pass the program competencies in that area. Some individuals may be able to devote as little as 15–20 hours per week to the program, while others may have more time. For this reason, you will complete pre-assessments to help your mentor form a profile of your prior knowledge and experience for use in creating your Degree Plan.

WGU’s Mentoring Approach

Our mentoring approach is a powerful component of the WGU educational experience. When you enroll at WGU, you will begin interacting with your personal mentor, course mentors, and support staff. Your mentor takes an active role and a personal interest in your success. Whether by e-mail or phone, your mentor will be your “point person” of communication throughout your program. Your mentor will help motivate you to work hard to complete your program. When you have questions or concerns, your mentor team will help you resolve them.

You and your mentor will work together to evaluate your educational background, strengths, and weaknesses. With this analysis, your mentors will help determine in which areas you are already competent (and can move quickly to assessment) and areas you need to work on; this will become your personalized Degree Plan. Your mentor will direct you to the Courses of Study that contain the best learning resources for you (courses, texts, independent study modules, etc.) and are supported by course mentors that serve as your content experts for each area of study. As you proceed through your academic program, you and your mentor will determine when you are ready for the required assessments. If you are ready, your assessment will be scheduled. You will follow this same process as you proceed through each domain.

Connecting with Other Mentors and Fellow Students

As you proceed through your Degree Plan, you may also have direct contact with other faculty members. These communications can take a variety of forms, including participation in learning communities, office hours via the courses of study, and webinars. As a WGU student, you will have access to your own personal MyWGU Student Portal that will provide a gateway to courses of study, learning communities, and program communities where you will have interactions with faculty and other students. Courses of study and communities are specifically designed to support you as you develop competencies in preparation for your assessments through the utilization of threaded discussions, blogs, and chats that are guided by content experts. You will access your program community during the Education Without Boundaries introductory course to network with peers who are enrolled in your program and to receive continued support through professional enrichment and program-specific chats, blogs, and discussions. WGU also provides a Student Services Associate to help you and your mentor solve any special problems that may arise.

Education Without Boundaries Orientation

Education Without Boundaries (EWB) is a required orientation that focuses on acquainting the student with WGU’s competency-based model, distance education, technology, and other resources and tools available for students. You will also utilize tutorials, message boards, online

chats, and other activities to connect with other students in your program. This orientation is completed before you start your first term at WGU.

Transferability of Prior College Coursework

Because WGU is a competency-based institution, it does not award degrees based on credits but on demonstration of competency. However, if you have completed college coursework at another accredited institution, you may have your transcripts evaluated and may be able to have some lower-division or co-requisite assessments cleared. The guidelines for determining what will “clear” through transfer vary based on the degree program.

The following guidelines generally apply: Upper-division degree requirements, notably in the domains that can be considered the degree major, cannot be cleared through prior college credit. Furthermore, WGU does not clear any requirements based on a student's professional experience and does not perform a "resume review" or "portfolio review" that will automatically clear any degree requirements. Degree requirements and transferability rules are subject to change in order to keep the degree content relevant and current.

Remember, WGU's competency-based approach lets you take advantage of your knowledge and skills, regardless of how you obtained them. Even when you do not directly receive credit, the knowledge you possess may help you accelerate the time it takes to complete your degree program.

Continuous Enrollment, On Time Progress, and Satisfactory Academic Progress

WGU is a “continuous enrollment” institution, which means you will be automatically enrolled in each of your new terms while you are at WGU. Your terms are six months long. Longer terms and continuous enrollment allow you to focus on your studies without the hassle of unnatural breaks between the shorter terms that you would experience in a more traditional environment. At the end of every six-month term, you and your mentor will review the progress you have made and revise your Degree Plan for your next six-month term.

WGU requires that students make measurable progress toward the completion of their degree programs every term. We call this On Time Progress – denoting that you are on track and making progress toward on time graduation. As full-time students, graduate students must enroll in at least eight (8) competency units each term, and undergraduate students must enroll in at least twelve (12) competency units each term. Completing at least these minimum enrollments is essential to On Time Progress and serves as a baseline from which you may accelerate your program. We measure your progress based on the assessments you are able to pass, not on your accumulation of credit hours or course grades. Every time you pass an assessment, you are demonstrating that you have mastered skills and knowledge in your degree program. For comparison to traditional grading systems, passing an assessment means you have demonstrated competency equivalent to a “B” grade or better.

WGU has assigned competency units to each assessment so that we can track your progress through the program. A competency unit is equivalent to one semester credit of learning. Some

assessments may be assigned three competency units while other assessments may be as large as 12 competency units.

Satisfactory Academic Progress (SAP) is particularly important for financial aid students because you must make SAP in order to maintain eligibility for financial aid. We will measure your SAP quantitatively by reviewing the number of competency units you have completed each term. As full-time students, WGU graduate students must enroll in at least eight competency units each term, and undergraduate students must enroll in at least 12 competency units each term. In order to remain in good academic standing, you *must* complete at least 66.67% of the units you attempt – including any assessments you add to your term to accelerate your progress. Additionally, during your first term at WGU you must pass at least three competency units in order to remain eligible for financial aid. We know that SAP is complex, so please contact a Financial Aid Counselor should you have additional questions.

Assessments

Your Degree Plan will include the assessments needed to complete your program. To obtain your degree you will be required to demonstrate your skills and knowledge by completing the following assessments:

Performance Assessments contain, in most cases, multiple scored tasks such as projects, essays, and research papers. Performance assessments contain detailed instructions and rubrics for completing each task and are submitted in TaskStream, an online project management and grading tool.

Objective Assessments are designed to evaluate your knowledge and skills in a domain of knowledge. Most objective assessments include multiple-choice items, multiple-selection items, matching, short answer, drag-and-drop, and point-and-click item types, as well as case study and video-based items.

Essay Assessments are used to measure your ability to integrate and apply concepts. Your writing will be scored against competency-based rubrics established by the faculty.

As previously mentioned, we have assigned competency units (CUs) to each assessment in order to measure your academic progress. As an undergraduate student, you will be expected to enroll in a minimum of 12 competency units each term. A standard plan for the program, at 12 units per term, for a student who has no transfer units would look similar to the one on the next page.

Your personal progress can be faster, but your pace will be determined by the extent of your transfer units, your time commitment, and your determination to proceed at a faster rate.

STANDARD PATH FOR BACHELOR OF SCIENCE, MARKETING MANAGEMENT

CODE	ASSESSMENTS	CUs	TERM
BNC1	Organizational Behavior and Leadership	3	1
AGC1	Foundations of College Mathematics	3	1
BBC1	Communications Foundations	2	1
LIT1	Legal Issues for Business Organizations	3	1
LAE1	Language and Communication: Essay	2	1
LUT1	Language and Communication: Presentation	2	2
QBT1	Language and Communication: Research	3	2
LWC1	Fundamentals of Business Law and Ethics	6	2
INC1	Integrated Natural Sciences	4	2
INT1	Integrated Natural Sciences Applications	4	3
EST1	Ethical Situations in Business	3	3
MGC1	Principles of Management	4	3
QLC1	Quantitative Literacy: College Algebra, Measurement, and Geometry	3	3
QMC1	Quantitative Literacy: Statistics, Probability and Problem Solving	3	4
QLT1	Quantitative Literacy: Quantitative Problem Solving and Applications	3	4
BVC1	Geography	3	4
EGC1	Fundamentals of Economics, Global Business and Quantitative Analysis	4	4
EGT1	Economics and Global Business Applications	4	5
IWC1	Literature, Arts and the Humanities	2	5
IWT1	Literature, Arts and the Humanities: Analysis and Interpretation	2	5
QAT1	Quantitative Analysis for Business	6	5
CLC1	Reasoning and Problem Solving	3	6
MKC1	Fundamentals of Marketing and Business Communication	6	6
MKT1	Marketing Principles and Applications	2	6
RWT1	Business Research and Writing	2	6
FNC1	Fundamentals of Finance, Accounting and Information Technology	6	7
FNT1	Business Applications for Finance, Accounting and Information Technology	6	7
ASC1	Marketing Management Concepts	12	8
AST1	Marketing Management Tasks	6	9
TPV1	Project Management	6	9
QIT1	Business Marketing Management Capstone Project	4	9

In this example, the program will take 9 terms for the student to complete. The standard path shown above lists the courses of study (assessments) and the associated competency units by term. The Degree Plan will include greater detail about the courses of study, including the assessments and their associated standard learning resources.

Learning Resources

You will work with your mentor to select the various learning resources needed to prepare for the required assessments. In most cases, the learning materials you will use are independent

learning resources such as textbooks, e-learning modules, study guides, simulations, virtual labs, and tutorials. WGU works with dozens of educational providers, including enterprises, publishers, training companies, and higher educational institutions to give you high quality and effective instruction that matches the competencies that you are developing. The cost of many learning resources is included in your tuition, and you can enroll directly in those through your Degree Plan as your mentor has scheduled them. Some resources (e.g., many textbooks) are not covered by your tuition, and you will need to cover those costs separately. WGU has excellent bookstore and library arrangements to help you obtain the needed learning resources.

Areas of Study Within the Bachelor of Science, Marketing Management Program

The WGU Bachelor of Science, Marketing Management program content is based on the knowledge and skills that provide expertise in the areas of marketing, promotion, and sales management. The emphasis of the Marketing Management program is to develop marketing professionals with a wide range of marketing expertise in strategic marketing, product management, promotion, pricing, distribution, sales, and other areas. It prepares students for multiple career options in sales and marketing.

The following section includes the larger domains of knowledge, which are then followed by the subject-specific subdomains of knowledge, their associated assessments (including the four-character code that is used to identify the assessment), and the sample learning resources that have recently been used to help students gain the competencies needed to pass the assessments. Your specific learning resources and level of instructional support will vary based on the individual competencies you bring to the program and your confidence in developing the knowledge, skills, and abilities required in each area of the degree. Please note that the learning resources included in the following sections are *sample resources* that will vary based on your own Degree Plan and the resources current at the time you enroll in the program. The Degree Plan and learning resources are dynamic, so you need to review your Degree Plan and seek the advice of your mentor regarding the resources before you purchase them.

Organizational Behavior and Management Domain

Understanding how to lead and manage in the business environment is critical to a business graduate's success in the workplace. This domain includes two objective assessments: Principles of Management and Fundamentals of Organizational Behavior and Management. Students are asked to demonstrate the ability to apply these concepts in a series of scenario-based problems in the leadership concepts and applications tasks. Prior coursework does not transfer to meet the requirements of this domain.

Organizational Behavior and Management

Focuses on management and leadership concepts and applications.

Organizational Behavior and Leadership (BNC1)

Proctored, computer-based objective exam

Principles of Management (MGC1)

Proctored, computer-based objective exam

Sample Learning Resources:

CourseSmart provides e-text versions of the following texts:

Bateman, T., & Snell, S. (2010). *Management: Leading & collaborating in the competitive world (9th ed.)*. New York: McGraw-Hill Publishing. ISBN: 9780078137242. (e-text, cost of this resource is included in tuition and fees)

Robbins, S. P., & Judge, T. A. (2006) *Organizational behavior* (12th ed.) Prentice Hall. ISBN-13: 9780131890954. (e-text, cost of this resource is included in tuition and fees)

SkillSoft modules provide text, video and exercises to help increase knowledge in Leadership, Management, Human Resource Management, and Organizational Behavior.

Foundations Domain

The Foundations domain focuses on basic subject matter knowledge that is typically required for baccalaureate level study.

Foundations

Focuses on application of grammatical standards, reading skills, basic numeracy and calculation skills, basic algebra skills, basic geometry principles, and basic data and probability skills.

Foundations of College Mathematics (AGC1)

Proctored, computer-based objective exam

Communications Foundations (BBC1)

Proctored, computer-based objective exam

Sample Learning Resources:

MyFoundationsLab in MyLabsPlus. This online interactive system allows students to move at their own pace as they work through the content to develop language and communication and quantitative literacy skills.

Business Law and Ethics Domain

WGU believes business graduates should be able to demonstrate the ability to understand and apply legal concepts in the business environment and to understand how to be ethical leaders in today's business world. To demonstrate competency in the Business Law and Ethics domain, students complete an objective assessment, a Business Law performance task, and develop an Ethics plan. Evaluation of your previous college transcripts may clear assessment requirements for this domain.

Business Law and Ethics

Focuses on understanding and application of business law concepts and ethical considerations for business.

Legal Issues for Business Organizations (LIT1)

Performance assessment

Fundamentals of Business Law and Ethics (LWC1)

Computer-based, objective exam

Ethical Situations in Business (EST1)

Performance assessment

Sample Learning Resources:

Skillsoft provides online, interactive modules on business law and ethics.

Cengage provides e-text versions of the following texts:

Farrell, O. C., Fraedrich, J., & Ferrell, L. (2008). *Business ethics: Ethical decision making and cases* (7th ed.). Boston, MA: South-Western/Cengage Learning. ISBN-13: 978-0-495-73103-0. (e-text, cost of this resource is included in tuition and fees)

Beatty, J. F., & Samuelson, S. S. (2007). *Business law and the legal environment* (4th ed.). Mason, OH: South-Western/Cengage Learning. ISBN-13: 978-024303971. (e-text, cost of this resource is included in tuition and fees)

Liberal Arts Domain

The liberal arts domain focuses on basic subject matter knowledge that is typically included in baccalaureate level programs. Evaluation of your previous college transcripts may clear assessment requirements for some areas of the liberal arts domain, which could shorten your program of study by removing assessments. To waive or clear a subdomain, the transcript must show that you have taken equivalent classes in the subdomain content areas and passed those classes with a C grade or higher at an accredited institution of higher education.

Language and Communication

Content focuses on collegiate reading skills, basic information retrieval skills, writing skills, and speaking and writing skills.

Language and Communication: Essay (LAE1)

Performance assessment that includes writing

Language and Communication: Presentation (LUT1)

Performance assessment that includes an oral presentation

Language and Communication: Research (QBT1)

Performance assessment that includes writing a research paper

Sample Learning Resources:

Language and Communication: Essay provided by Pearson CourseCompass. This online, interactive resource includes e-text versions of the following texts:

Faigley, L. (2007). *Writing: A guide for college and beyond*. New York: Pearson Longman. ISBN: 0-321-39626-X. (e-text, cost of this resource is included in tuition and fees)

Ruszkiewicz, J., Seward, D. E., & Hairston, M. (2007). *SF writer* (4th ed.). New York: Pearson Longman. ISBN: 0-13-233458-5. (e-text, cost of this resource is included in tuition and fees)

Smith, B. D. (2007). *The reader's handbook: Reading strategies for college and everyday life* (3rd ed.). New York: Pearson Longman. ISBN-10: 0321476840. (e-text, cost of this resource is included in tuition and fees)

Language and Communication: Research and Language and Communication: Presentation provided by MindEdge. These online, interactive modules allow students to move at their own pace as they develop competency.

Natural Science

Content focuses on scientific concepts and inquiry as well as key concepts across and within disciplines of natural science.

Integrated Natural Sciences (INC1)

Proctored, computer-based objective exam

Integrated Natural Sciences Applications (INT1)

Performance assessment that utilizes scientific inquiry and analysis of evidence

Sample Learning Resources:

Integrated Natural Science provided by Pearson CourseCompass. This online, interactive resource includes an e-text version of the following text:

Hewitt, P. G., Lyons, S., Suchocki, J., & Yeh, J. (2007). *Conceptual integrated science*. (1st ed.). San Francisco: Addison-Wesley. ISBN: 0805390383. (e-text, cost of this resource is included in tuition and fees)

Quantitative Literacy

Content includes numeracy, algebraic concept, geometry, measurement, statistics and probability, mathematical reasoning, and mathematical problem solving.

Quantitative Literacy: College Algebra, Measurement, and Geometry (QLC1)

Proctored, computer-based objective exam

Quantitative Literacy: Statistics, Probability, and Problem Solving (QMC1)

Proctored, computer-based objective exam

Quantitative Literacy: Quantitative Problem Solving and Applications (QLT1)

Performance assessment that utilizes quantitative problem solving strategies

Sample Learning Resources:

QLC1 MyMathLab, QMC1 MyMathLab and QLT1 MyMathLab provided by Pearson CourseCompass. This online, interactive resource includes e-text versions of the following texts:

Billstein, R., Libeskind, S., & Lott, J.W. (2010). *A problem solving approach to mathematics for elementary school teachers (10th ed.)*. Upper Saddle River, NJ: Pearson. ISBN: 9780321570550. (e-text, cost of this resource is included in tuition and fees)

Bittinger, M., & Beecher J. (2008). *Developmental mathematics: College mathematics and introductory algebra (7th ed.)*. Addison-Wesley. ISBN 9780321331915. (e-text, cost of this resource is included in tuition and fees)

Lial, M., Hornsby, J., McGinnis, T., Salzman, S., & Hestwood, D. (2009/2010). *Developmental mathematics: Basic mathematics and algebra (2nd ed.)*. Pearson Education. ISBN: 9780321599209. (e-text, cost of this resource is included in tuition and fees)

Geography

Content includes fundamentals of geography, places and regions, physical and human systems, and the environment.

Geography (BVC1)

Proctored, computer-based objective exam

Sample Learning Resources:

An e-text version of the following text:

Bergman, E., & Renwick, W. H. (2008). *Introduction to geography: People, places and environment (4th ed.)*. Upper Saddle River, NJ: Pearson Prentice Hall. ISBN-13: 9780132238991. (e-text, cost of this resource is included in tuition and fees)

Literature, Arts, and the Humanities

Content focuses on content, concepts, terminology, methodology, models, and issues within and across the disciplines of the humanities.

Literature, Arts, and the Humanities (IWC1)

Proctored, computer-based objective exam

Literature, Arts, and the Humanities: Analysis and Interpretation (IWT1)

Performance assessment that includes subjective and objective analysis and interpretation in the humanities

Sample Learning Resources:

Humanities provided by MindEdge. This online interactive module system allows students to move at their own pace as they develop competency and includes e-text versions of the following texts:

Janaro, R. P., & Altshuler, T. C. (2009). *The art of being human (9th ed.)*. New York: Longman. ISBN-10: 0205605427. (e-text, cost of this resource is included in tuition and fees)

Sporre, D.J. (2009). *Perceiving the arts: An introduction to the humanities (9th ed)*. New Jersey: Pearson Prentice Hall. ISBN-13: 978-0136045694. (e-text, cost of this resource is included in tuition and fees)

Collegiate Level Reasoning and Problem Solving

Content includes problem identification and clarification, planning and information gathering, identifying assumptions and values, analysis and interpretation of information and data, reaching well-founded conclusions, and identifying the role of critical thinking in the disciplines and professions.

Reasoning and Problem Solving (CLC1)

Proctored, computer-based objective exam

Sample Learning Resources:

Collegiate Level Reasoning and Problem-Solving Skills provided by MindEdge.

This online interactive module system allows students to move at their own pace as they develop competency and includes an e-text version of the following text:

Paul, R., & Elder, L. (2006). *Critical thinking: Tools for taking charge of your learning and your life* (2nd ed.). Upper Saddle River, NJ: Pearson Prentice Hall. ISBN 0-13-114962-8. (e-text, cost of this resource is included in tuition and fees)

Economics, Global Business and Quantitative Analysis Domain

The Economics, Global Business, and Quantitative Analysis domain covers three subdomains and includes three assessments. The quantitative analysis for business task includes a series of quantitative problems. The economics and global business applications performance assessment asks students to apply what they have learned about economics and global business in a series of tasks. Evaluation of your previous college transcripts may clear assessment requirements for this domain.

Economics, Global Business, and Quantitative Analysis

Focuses on understanding and application of macroeconomics, microeconomics, global business, and quantitative analysis for business.

Fundamentals of Economics, Global Business, and Quantitative Analysis (EGC1)

Objective assessment

Economics and Global Business Applications (EGT1)

Performance assessment

Quantitative Analysis for Business (QAT1)

Performance assessment

Sample Learning Resources:

Cengage provides an e-text version of the following text:

Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J.D. & Martin, K., *Quantitative methods for business (11th ed.)*. South-Western Cengage. ISBN-13: 978-0-324-65181-2. (e-text, cost of this resource is included in tuition and fees)

Course Smart provides e-text versions of the following texts:

Ball, D., McCulloch, W. H., Jr, Gerginger, J.M. , Minor, M.S., & McNett, J.M. (2009) *International business: The challenge of global competition* (12th ed.). McGraw-Hill. ISBN: 9780077318833. (e-text, cost of this resource is included in tuition and fees)

McConnell, C. R., Brue, S. L. & Flynn, S., (2012). *Economics*. (19th ed.). McGraw-Hill. ISBN: 9780077337865. (e-text, the cost of this resource is included in tuition and fees)

Economics provided by Thinkwell. This online resource provides videos and exercises to reinforce concepts.

Marketing and Business Communications Domain

The marketing and business communications domain focuses on two distinct and interrelated business topics. Marketing focuses study on consumer behavior, marketing strategies, and development of marketing plans. Business communication focuses on organizational communication, the communication process, and business research and writing. To demonstrate competency in the marketing and business communications domain, students complete a multiple-choice objective assessment, develop a marketing plan, and write a research paper on a business topic.

Marketing and Business Communications

Focuses on understanding and application of marketing concepts and business research and writing.

Fundamentals of Marketing and Business Communications (MKC1)

Computer-based, objective exam

Marketing Principles and Applications (MKT1)

Performance assessment

Business Research and Writing (RWT1)

Performance assessment

Sample Learning Resources:

CourseSmart provides an e-text version of the following text:

Bovee, C., & Thill, J. V. (2008). *Business communication today* (10th ed.). Prentice Hall. ISBN-13: 978-0-13-815505-6. (e-text, cost of this resource is included in tuition and fees)

Cengage provides an e-text version of the following text:

Boone, L. E., & Kurtz, D. L. (2009). *Contemporary marketing* (14th ed.). South-Western/Cengage Learning. ISBN-13: 978-0324582031. (e-text, cost of the this resource is included in tuition and fees)

Skillsoft modules provide text, video, and exercises to help increase knowledge in Marketing, Communication, and Business Writing.

Finance, Accounting, and Information Technology Domain

Business graduates need an understanding of the fundamentals of finance, accounting, and information technology to succeed in the world of business. To demonstrate competence in the three areas covered by this domain, students complete two assessments that integrate the concepts in all three subdomains. Students complete a series of finance and accounting problems with information technology components for the performance assessment. Students demonstrate an understanding of fundamental concepts in these areas on the objective assessment.

Finance, Accounting and Information Technology

Focuses on understanding and application of finance, accounting, and information technology concepts.

Fundamentals of Finance, Accounting, and Information Technology (FNC1)

Computer-based objective exam

Business Applications of Finance, Accounting, and Information Technology (FNT1)

Performance assessment

Sample Learning Resources:

CourseSmart provides an e-text version of the following text:

O'Brien, J.A. and Marakas, G. (2010). *Introduction to information systems (15th ed.)*. New York: Irwin McGraw-Hill. ISBN: 978-0-07-337677-6. (e-text, cost of this resource is included in tuition and fees)

SkillSoft modules provide text, video and exercises to help increase knowledge in Finance, Accounting, and Information Technology.

MyAccountingLab is an online, interactive resources that includes an e-text version of the following text:

Horngren, C., Harrison, W., & Oliver, M. (2009). *Accounting (8th ed.)*. Upper Saddle River, New Jersey: Pearson Prentice Hall. ISBN: 0136072976. (e-text, cost of this resource is included in tuition and fees)

Marketing Management Domain

Graduates in marketing management will demonstrate competency in decision making, innovation and change, operations management, organizational behavior, quality management, and strategic management.

Marketing Management

Content focuses on an understanding of target marketing, distribution strategies, marketing communications and promotion, marketing strategies, pricing policies, and product management.

Marketing Management Concepts (ASC1)

Proctored, computer-based objective exam

Marketing Management Tasks (AST1)

Performance assessment

Sample Learning Resources:

CourseSmart provides an e-text version of the following text:

Kotler, P., & Keller, K. L. (2009). *Marketing management* (13th ed.). Upper Saddle River, NJ: Pearson-Prentice Hall Publishing. ISBN: 9780136009986.

SkillSoft modules provide text, video and exercises to help increase knowledge in Marketing.

Systems Administration and Management Domain

This domain covers operating systems, project management, networking, and information security.

Project Management

Focuses on skills and concepts students need to know to plan and implement projects. The project initiation and planning process is covered in-depth, culminating in the creation of a project schedule. Learning how to manage business concerns such as cost and risk is balanced by thorough coverage of best practices in managing people and resources. Students will also learn how to manage change and the steps necessary in closing a project.

Project Management (TPV1)

Proctored at an authorized Prometric Testing Center, computer-based CompTIA Project+ 2009 exam

Sample Learning Resources:

SkillSoft modules provide text, video and exercises and includes an e-text version of the following text:

Philips, J. (2010). *IT project management: On track from start to finish* (3rd ed.). New York, NY: McGraw-Hill. ISBN: 978-0071700436. (e-text, cost of this resource is included in tuition and fees.

CompTIA Project+ 2009 PK0-003 provided by uCertify includes a comprehensive Prepkit that contains questions and answers, study notes, interactive quizzes, flash cards and study tips.

Capstone Project

The Capstone Project is the culmination of the student's WGU degree program. It requires the demonstration of competencies through a deliverable of significant scope.

Marketing Management Capstone Project (QIT1)

The capstone requires students to demonstrate the integration and synthesis of competencies in all domains required for the degree in Marketing Management. The student produces a business plan for a start-up company that is selected and approved

by the student and mentor.

Need More Information? WGU Student Services

WGU has a Student Services team dedicated exclusively to helping students achieve their academic goals. The Student Services Office is available during extended hours to assist students with general questions and administrative or accessibility issues. The Student Services team members help students resolve issues, listen to student issues and concerns, and make recommendations for improving policy and practice based on student feedback. The Student Services team provides a formal means by which students can express their views, and those views in turn inform the decisions we make.

Student Services team members also assist students with unresolved concerns to find equitable resolutions. To contact the Student Services team, please feel free to call **(866) 903-0110** or email **studentservices@wgu.edu**. We are available **Monday through Friday, 6 AM to 12 AM and Saturday and Sunday, 10 AM to 7 PM, MT.**

If you have inquiries or concerns that require technical support, please contact the WGU IT Service Desk. The IT Service Desk is available **Monday through Friday, 6 AM to 12 AM and Saturday and Sunday, 10 AM to 7 PM, MT.** To contact the IT Service Desk, please call 1-877-HELP-WGU (877-435-7948) and select option 2 or email **servicedesk@wgu.edu**.

For the most current information regarding WGU support services, please visit the “Help” tab on the Student Portal at **<http://my.wgu.edu>**.