

BACHELOR OF SCIENCE IN **MARKETING**



Creative. Original. Driven. These are words that describe the most successful individuals in the field of marketing. If they describe you as well, you may be a great fit for CSU-Global's B.S. in Marketing degree program.

Your degree in marketing can open many exciting doors for you, preparing you for a career of planning advertising and promotional campaigns, working directly with major media outlets, negotiating advertising contracts, performing and analyzing market research, and more. Your creativity and innovative nature will drive campaign strategy and optimize results, making you a valuable addition to marketing teams anywhere. Whether you're entering the field for the first time or looking to enhance your skills to advance in your marketing career, we can help make you indispensable.

If this sounds like a fulfilling and exciting career to you, get in touch, and let us help you get started today.

Traits That Help You Succeed in the Field¹



LANGUAGE SKILLS



DATA ANALYSIS



MEDIA KNOWLEDGE
AND UNDERSTANDING



READING COMPREHENSION



DEDUCTIVE
AND INDUCTIVE
REASONING



SPEECH
CLARITY



WRITTEN
EXPRESSION



SOCIAL
PERCEPTIVENESS

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The Bachelor of Science in Marketing provides fundamental knowledge and skills for the development, promotion, distribution, and sale of products and services. The program focuses on the management and use of research, planning, analysis, consumer communication, business relations, and decision-making techniques including current issues and trends such as digital/social media and integrated marketing. Students learn the effective use of theory, technique, and practical application of product strategy, pricing, distribution, promotion, and marketing research, creativity, and critical thinking as utilized by global marketing managers and directors.



Degree Optimization

CSU-Global offers Awards of Completion and Skills Endorsements to help you spotlight the knowledge, skills, and abilities that hiring managers find essential to success in the field. Visit csuglobal.edu/ug-degree-optimization to learn more.

In the Bachelor of Science in Marketing program, you will earn the following Awards of Completion, documenting your mastery of these subjects:

**Marketing Research
and Analysis**

**Strategic Marketing
in the 21st Century**

401,200

Expected related job openings due to growth, replacement, and retirement between 2012-2022²

Why CSU-Global?

FLEXIBILITY

 There isn't a lecture hall that you need to find or a bell when your class is starting, but don't think for a minute that an asynchronous learning environment means you won't be working closely with your instructor and your peers from around the world. You are just doing it at a time that fits your schedule.

AFFORDABILITY

 Check out our standard, military, and affiliate tuition rates and see what you could be paying from your very first class until graduation. No surprise tuition hikes. No hidden student fees. No out-of-state charges. And a Tuition Guarantee ensures your low rates won't rise before you complete your degree.

QUALITY

 With accreditation reaffirmed at regular intervals, annual programmatic appraisals by professionals working in the field, and faculty members with advanced degrees and first-hand industry experience, you can be sure you're getting a rigorous and relevant education.

¹ <http://www.onetonline.org>

² <http://www.bls.gov>