

# Marketing - B.S.

The Marketing bachelor's degree program prepares students for careers in a variety of managerial and professional positions in the marketing industry. Students learn general marketing concepts and various functional specialties in fields such as digital marketing, research and creative strategy. As part of the program, students are offered the opportunity to develop expertise in consumer behavior, marketing analysis, strategic marketing, marketing communications, brand marketing and design, professional selling, international marketing, and marketing technologies such as data-driven marketing, digital media planning and search engine marketing.

Upon completion of the program, graduates are expected to:

- Apply the major concepts, skills and values of marketing in business situations.
- Communicate effectively to diverse audiences, purposes and situations through a variety of professional methods required in the marketing industry.
- Use decision-support tools to resolve contemporary business issues using ethical business practices.
- Analyze research and use critical thinking to identify and recommend appropriate solutions for client/brand marketing challenges.
- Develop branding and marketing strategies that are ethically sound and align with business objectives for local, national and global brands.

Students have the opportunity to hone these skills while participating in a semester-long internship experience at a university-approved internship site. Students may also apply these skills in programs such as directed experiential education or study abroad. These programs are tailored based on student learning, interests, and professional goals. Additionally, students may choose to use an additional 3 credits from their free electives based on advising and pre-planning.

The Marketing program in Providence offers two specializations (15 credits) that enhance and strengthen the qualifications of graduates interested in Digital Marketing and Analytics and Creative Advertising. These specializations are intended to give students opportunities to develop expertise in a functional area that complements their major. Real-world applications are embedded in both specializations.

The Digital Marketing and Analytics specialization affords students who are either Marketing or Advertising & Marketing Communications majors the opportunity to gain additional knowledge and skills in the expanding digital marketing and research analytics industry. Students can pursue careers in digital media planning, digital analytics, database management, research management, search engine marketing and content marketing.

Upon completion of the Digital Marketing and Analytics specialization (offered at the Providence campus), students are expected to:

- Develop online optimization strategies for paid and organic search marketing using analytics and digital platforms.

The Creative Advertising specialization is suitable for students who are interested in careers in art direction and copywriting, branded content production, digital display, brand design and development, blogging and content management.

Upon completion of the Creative Advertising specialization (offered at the Providence campus), students are expected to:

- Write, design and produce creative advertising and branded content in both digital and traditional media.

## Marketing

A four-year program leading to the bachelor of science degree

Business Foundations		
ACCT1210	Financial Accounting	3
ACCT1220	Managerial Accounting	3
BUS1001	Introduction to Business and Management	3
BUS3010	Business Analytics	3
BUS4030	Global Strategy Capstone	3
FISV2000	Finance	3
FIT1040	Spreadsheet Design for Business Solutions	3
LAW2001	The Legal Environment of Business I	3
MGMT2001	Human Resource Management	3

MGMT2030	Operations and Supply Chain Management I	3
MRKT1001	Marketing Foundations	3
Major Courses		
MRKT1002	Consumer Behavior	3
MRKT2050	Marketing Research	3
MRKT3033	Product & Brand Management	3
MRKT3045	Social Media Marketing	3
MRKT3050	Contemporary Sales in the Global Economy	3
MRKT4055	Global Strategic Marketing	3
Major Electives		
One ADVC or MRKT-designated course		3
Applied/Experiential Learning		
Choose 9 credits from the following:		9
BUS4799	College of Business Internship <sup>1C</sup>	
DEE3999	Directed Experiential Education <sup>D</sup>	
Study Abroad <sup>5a</sup>		
Related Professional Studies		
CAR0010	Career Management	1
FYS1020	First-Year Seminar	1
A&S Core Experience		
Communications Foundation Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		6
Two ILS courses, one at the 2000 level, and one at the 4000 level		
Arts and Humanities		6
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT, or REL		
Mathematics		6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		3
One course from BIO, CHM, PHY or SCI		
Social Sciences		6
ECON1002	Microeconomics	
One course from ANTH, GEND, LEAD, PSCI, PSYC, RES or SOC		
A&S Electives		6
ECON1001	Macroeconomics	
One course with an EASC attribute		
Free Electives <sup>#</sup>		
15 credits selected from 1000-4999 numbered offerings within the university		15
<b>Total Credits</b>		<b>122.0</b>
Creative Advertising Specialization 15		
ADVC2002	Copywriting and Art Direction	
ADVC3003	Advertising Campaigns	
or MRKT3045	Social Media Marketing	
ADVC4020	Portfolio Seminar	
Choose 6 credits of the following:		
ADVC3050	Special Projects in Integrated Marketing Communications	
ADVC4120	Marketing Communications in an International Context	
BUS4799	College of Business Internship	
GDES1030	Vector-Based Design	
MRKT3150	Special Topics in Marketing	
Digital Marketing and Analytics Specialization 15		
ADVC3010	Digital Media Planning	
or MRKT3045	Social Media Marketing	
ADVC4050	Search Engine Marketing	
MRKT3085	Marketing Analytics	
Choose 6 credits of the following:		
ADVC3050	Special Projects in Integrated Marketing Communications	
or MRKT3150	Special Topics in Marketing	
ADVC4120	Marketing Communications in an International Context	
BUS4799	College of Business Internship	
MRKT3011	Data-Driven Marketing	
MRKT3055	Survey Research	

<sup>1c</sup>Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty advisor before scheduling internship and free elective credits.

<sup>D</sup>Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

<sup>Sa</sup>To be eligible to count toward Applied/ Experiential Learning, a Study Abroad offering must meet certain requirements. Contact JWU Global to discuss eligible Study Abroad options for this degree program.

# In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

NOTE: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math course(s).

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied and scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?