

LOMBARDO COLLEGE OF BUSINESS ONLINE MARKETING FULL DEGREE PROGRAM



Know your audience, engage their interests, deliver desired products and guide consumer choices to maximize business success. Your location, your time, your future success! Enroll in the fully online undergraduate degree program today!

FULLY ONLINE UNDERGRADUATE DEGREE

A degree in marketing prepares students to effectively develop attractive products and services, price offerings competitively, identify the right marketplace and use cutting-edge advertising strategies to make the brand they represent stand out from competitors. Enter a variety of careers focused on helping businesses compete, grow and be successful in the marketplace.

This program is designed for students who want to complete a full bachelor's degree in marketing online and have little to no college credits.

The marketing online program incorporates consumer behavior, advertising, marketing research and marketing strategy with practical experience. Core courses cover a wide range of marketing topics, including marketing research, marketing strategies, consumer behavior and international marketing.

PROGRAM BENEFITS

Flexible – 100% online program

- Classes starting every fall, winter, spring and summer.
- Courses are offered year-round to allow you to complete your degree faster.
- Complete the full undergraduate degree online.

ACCREDITATION

Millersville University's Lombardo College of Business is internationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP) to offer a Bachelor of Science in Business Administration (BSBA).



Benefits of an ACBSP-Accredited Program: Accreditation affirms the relevancy and currency of faculty, programs and courses to best serve students by assuring a focus on quality performance. Millersville prides itself on faculty and student engagement that positions students for success.

Employers seek and value graduates from accredited programs because of the experience they gain throughout their education.

CAREER OPPORTUNITIES

Lombardo College of Business graduates are highly competitive. Some potential careers after graduation include:

- Marketing manager
- Sales representative
- Public relations specialist
- Market researcher
- Marketing analyst
- Social media marketer





PROGRAM OVERVIEW

This online undergraduate program requires no previous college credits to enter. Incoming freshmen or students with little to no previous college credits may apply.

Program Required Courses:

ECON 101 Macroeconomics
 ECON 102 Microeconomics
 MATH 101 College Algebra
 BUSN 161 Principles of Accounting I
 BUSN 162 Principles of Accounting II
 BUSN 202 Legal Environment for Business
 BUSN 206 Business Research Methods
 BUSN 231 Principles of Marketing
 BUSN 251 Principles of Management
 BUSN 307 Management Information Systems
 BUSN 341 Managerial Finance I
 BUSN 352 Human Resource Management
 BUSN 358 Management Science
 BUSN 435 International Marketing
 BUSN 455 Strategy and Policy
 BUSN 488 Seminar in Management and Marketing
 MKTG 431 Marketing Research
 MKTG 332 Consumer Behavior
 MKTG 436 Marketing Strategy
 MATH 235 Intro to Statistics OR MATH 130 Elements of Statistics I
 MATH 256 Data Visualization & Communication
 Three marketing elective courses (9 credits) based on student interests

General Education

At least 51 credits in general education course requirements must be completed.

The Bachelor of Science in Marketing is a 120-credit degree program. Any prior credits earned will be evaluated toward the overall requirements.

"Pursuing a marketing degree at Millersville University has provided me with unique opportunities to grow both personally and professionally. My marketing courses were informative and engaging, and it was clear that the professors were determined to help us succeed. Millersville University helped me thrive during my time as a marketing student, and they have made me feel confident that I can be successful as a marketing professional as well."

– Lydia Shaloka '21

WHAT WILL YOU LEARN?

After completing this program, you will be able to:

- Create a marketing plan for new products, services and brands.
- Profile consumers based on demographics, psychographics and behavior.
- Implement a large variety of consumer research tools, including interviews, surveys and focus groups.
- Apply psychological models of consumer behavior to appeal to groups and individuals.
- Develop and implement competitive marketing strategies for small and large businesses.
- Manage ongoing customer relationships through technology and direct interaction.

FACULTY

The faculty in the Lombardo College of Business have extensive real-world business experience and academic training. All of our courses are taught by qualified faculty, not teaching assistants or graduate assistants.

Our faculty are experts in their fields, and most have an earned doctoral degree. Faculty engage you in the latest world-class management theory and guide you in applying these principles to your interests and future endeavors.

Our faculty are also active scholars who regularly publish their research and present at regional, national and international conferences. Faculty engagement in community organizations, boards of professional organizations, and professional activities enables them to enhance the classroom experience with current situations impacting organizations.



Millersville University

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