

# LOMBARDO COLLEGE OF BUSINESS MARKETING ONLINE DEGREE COMPLETION



**Know your audience, engage their interests, deliver desired products and guide consumer choices to maximize business success.**

## ONLINE DEGREE OPTION

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.

The online Bachelor of Science in Marketing program is designed for working adults with as few as 30 college credits from an accredited institution. Students entering with an associate degree in business can complete their bachelor's degree in approximately two academic years.

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.
- Ability to work while completing your degree.
- Courses are offered year-round to allow you to complete your degree more quickly.

*\*The online program is completed part-time with 2-3 courses per semester. We are unable to guarantee full-time schedules.*

## 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 Marketing.



### Benefits of an ACBSP-Accredited Program:

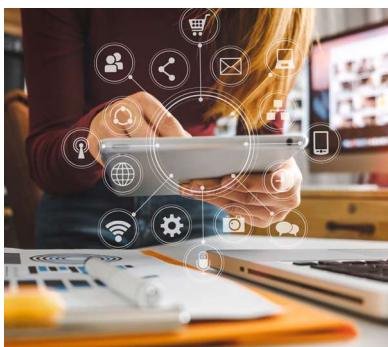
Accreditation affirms the relevancy and currency of faculty, programs and courses to best serve students by assuring a focus on quality performance. Millersville prides itself on faculty and student engagement that positions students for success. Employers seek and value graduates from accredited programs 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

### Program Prerequisites:

Completion of at least 30 credits is required before starting.  
Successful completion of the following course is required before beginning the program:

MATH 101 College Algebra (C- or higher final grade)

### Program Required Courses:

ECON 101 Macroeconomics (C- or higher final grade)

ECON 102 Microeconomics (C- or higher final grade)

MKTG 332 Consumer Behavior

MKTG 431 Marketing Research

MKTG 436 Marketing Strategy

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

MATH 235 Introduction to Statistics

**OR** MATH 130 Elements of Statistics I

MATH 256 Data Visualization and Communication

ENGL 316 Business Writing

Three marketing elective courses (9 credits) based on student interests.

After applying, a transfer evaluation will be conducted to identify how many general education credits you will need to take to fulfill degree requirements.

## WHAT WILL YOU LEARN?

- 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 are doctorally qualified. 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.

"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



Millersville University

Office of Online Programs • 717-871-7200 • [millersville.edu/onlineprograms](http://millersville.edu/onlineprograms)