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 faster.

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
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 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.

PROGRAM OVERVIEW

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

- MATH 101  College Algebra (C- or higher final grade)
- ECON 101  Macroeconomics (C- or higher final grade)
- ECON 102  Microeconomics (C- or higher final grade)

Program Required Courses:

- MKTG 431  Marketing Research
- MKTG 332  Consumer Behavior
- MKTG 436  Marketing Strategy
- BUAD 161  Principles of Accounting I
- BUAD 162  Principles of Accounting II
- BUAD 202  Legal Environment for Business
- BUAD 206  Business Research Methods
- BUAD 231  Principles of Marketing
- BUAD 251  Principles of Management
- BUAD 307  Management Information Systems
- BUAD 341  Managerial Finance I
- BUAD 352  Human Resource Management
- BUAD 358  Management Science
- BUAD 435  International Marketing
- BUAD 455  Strategy and Policy
- BUAD 488  Seminar in Management and Marketing
- MATH 151  Applied Calculus for Business
- MATH 235  Introduction to Statistics
- MATH 315  Elements of Statistics I
- ENGL 316  Business Writing

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

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