# Bachelor of Science in Marketing CIACBE

# A Marketing Degree That Combines Strategy and Technology

Embracing technology and a skills-based approach, this Marketing degree program will help launch your career. You'll learn to apply advanced marketing strategies, using market analytics, integrated communications and the latest marketing technology to meet your organization's goals.



#### Choose a Bachelor's Degree in Marketing With Optimal Versatility

The need for qualified marketing professionals increases with globalization. WilmU's BS in Marketing prepares you for a career as a marketing analyst, public relations professional, digital marketing specialist or marketing manager in your choice of industry.



## Digital Marketing and Google Analytics — Built Into Your Marketing Degree

There's nothing like a two-for-one opportunity. You can earn the Digital Marketing Certificate or the Nonprofit Management Certificate while fulfilling the requirements for the bachelor's degree in marketing. And you can take courses to qualify for Google Analytics certifications as part of your BS in Marketing program.



#### Hands-On Marketing Degree Builds Your Skills and Resume

Employers value work experience, such as performing marketing analytics, building websites or running social media campaigns. Gain an edge on the competition by honing these skills through both marketing coursework AND optional internships or cooperative education experiences.

Get started today at wilmu.edu/Apply.



**40 courses** | **120 total credits** Finish your Marketing degree faster by transferring credits.

\$1,257
per course
Cost of a typical 3-credit course.





### **Bachelor of Science in Marketing**

General Education Requirements (48-49 Credits)							
	CTA 326	Integrating Excel Into Business Problem-Solving			MAT 205	Introductory Survey of Mathematics	
	ECO 105	Fundamentals of Economics			PHI 100	Introduction to Critical Thinking	
	ENG 121	English Composition I				Introduction to Psychology	
	ENG 122	English Composition II			<i>or</i> SOC 101	Introduction to Sociology	
	☐ <b>ENG 131</b> Public Speaking			Humanities Electives (6 Credits)			
	☐ <b>ENG 310</b> Research Writing				Natural Science Elective (3 or 4 Credits)		
	HIS 381	Contemporary Global Issues			Free Elect	tives* (9 Credits)	
Business Core (39 Credits)							
	BAC 101	Accounting I			BBM 402	Strategic Management 📀	)
	BAC 102	Accounting II			BMK 305	Marketing	
	BBM 201	Principles of Management			FIN 305	Financial Management 📀	)
	BBM 301	Organizational Behavior**	•		MAT 312	Business Statistics	)
	BBM 320	Business Communications	•	П	Rucinacc	Electives (9 Credits)	
	BBA 301	Intro to Business Analytics			Dusilless	ciectives (9 credits)	
Marketing Core (33 Credits)							
	BLA 303	Legal and Ethical Environment of Business	•		BMK 413	Marketing Management	)
	BMK 308	Global Marketing	•		BMK 471	Mobile Marketing 📀	)
	BMK 320	Consumer Behavior**	•		or	Experiential Learning in Marketing	
						Marketing Internship	
	BMK 321	Marketing Research	•		MIS 320 or BMK 410	Management Information Systems  Integrated Marketing Communications	
	BMK 400	Social Media Marketing**	•			g Electives (6 Credits)***	
<u> </u>				nay elect to complete ONE of the following concentrations:			
Digital Marketing Concentration (9 Credits)							
The four courses listed below will replace marketing and business electives.							
	DSN 210	Basic Photoshop			BMK 355	Internet Marketing	
	BBA 440	Web and Social Media Analytics			BMK 300	Design for Marketing <sup>†</sup>	
Nonprofit Management Concentration (15 Credits)							
The courses listed below will replace marketing and business electives.							
	NFP 301	Intro to Nonprofit Agencies			NFP 303	Foundations of Fiscal Management for Nonprofit	
	☐ <b>NFP 302</b> Management of the Nonprofit Organization				NFP 304	Advocacy and Public Policy	
Plus one of the following:††							
	☐ FIN 331 Finance for Nonprofit						
	☐ <b>HRM 361</b> HRM in Public and Nonprofit Organizations				SPM 309	Sport and Athletics Fundraising	
☐ NFP 307 Fundraising for Nonprofits							
Project Consolidation Decrease Consolidation							

#### Typical Completion Degree Course



You can apply selected courses (and their credits) in this degree program to a variety of WilmU certificate programs, allowing you to earn a resume-boosting certificate and your bachelor's degree simultaneously. Learn more at wilmu.edu/DualCredit.

#### **Related Dual-Credit Certificates:**

- Digital Marketing
- Entrepreneurship/Small Business Management
- Human Resource Management
- Marketing Analytics
- Nonprofit Management

#### Already have an associate degree?

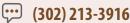
A WilmU completion degree provides just the courses you need to earn your bachelor's degree. Look for the 

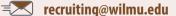
✓ to see typical completion degree courses.

Prerequisite and additional courses not listed here may be required.

#### **Have questions?** We're here to help!

**Academic Recruiters** 







Wilmington University's College of Business has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE).

## Get Started Today! wilmu.edu/Apply



#### BUSINESS

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<sup>\*</sup>Students with fewer than 16 transfer credits are required to take FYE 101 First-Year Experience Seminar as one of their electives.

<sup>\*\*</sup>Also available as a co-op.

<sup>&</sup>quot;Students must choose from the following courses: BMK 300, BMK 306, BMK 307, BMK 355, BMK 366, BMK 410, BMK 490 or SPM 407.

<sup>&</sup>lt;sup>†</sup>The prerequisite for BMK 300 (BMK 305) will only be waived for Digital Media students.

<sup>†</sup>Students may substitute any program-specific course for an alternate NFP course of their choosing or an internship.