

Business Administration with Concentration in Marketing

Bachelor of Science • B.S. • M.B.A. Accelerated Pathway • Minor

**MORE
TOP EXECUTIVES
HAVE COME OUT
OF MARKETING
THAN OF
ANY OTHER
AREA**

Marketing is one of the broadest areas of study in the business fields.

It is a dynamic process that touches us throughout our lives. We are all familiar with marketing from our personal experiences and observations as consumers in the most advanced consumer-oriented society in the world. Our complex contemporary marketing system of buyers and sellers demands that businesses effectively compete in the marketplace. If they do not, they will not survive.

We market many different things in addition to goods, including ideas, causes, places, services, performances, groups, and people. Marketing targets our present and potential customers.

In addition to our traditional B.S. in Marketing, we offer a new **Accelerated BS/MBA**, where students can complete both a bachelor's degree in Marketing and an MBA in five years.

PROGRAM FEATURES

Business Administration – Concentration, Marketing

The marketing concentration at Southern prepares students for entry-level, middle, and senior management positions in marketing as well as preparation for graduate study. It includes a strong basic understanding of business, concentrated knowledge of marketing theory and its technological applications, and a degree of specialized expertise in one or more specific functional marketing areas. Some of the topics studied include social media marketing, digital marketing, consumer behavior, marketing research, marketing analytics, product development, advertising, sales, retailing, and global marketing.

Business Administration –

Concentration, Marketing/M.B.A. Accelerated Pathway

The B.S. in Business Administration (Concentration: Marketing M.B.A. Accelerated Pathway) provides high-achieving students with the opportunity to complete foundational graduate coursework during their senior year of undergraduate study in order to accelerate graduate degree completion. This competitive program allows admitted students the opportunity to complete their bachelor's degree and the Master of Business Administration in five years. This program has a separate admission process and eligible students are encouraged to apply no later than their junior year of undergraduate study.

Minor in Marketing

The minor in marketing is open to all non-business majors. It provides an opportunity for students in all fields to familiarize with marketing concepts. Based on your career needs, students can select courses such as social media marketing, digital marketing, advertising, retailing, and sales.

For more information on program requirements, visit Catalog.SouthernCT.edu/undergraduate



SUMA

SUMA is SCSU's collegiate chapter of the American Marketing Association. SUMA provides members with marketing and professional experience through national competitions, fundraising, community service, and much more. The mission of SUMA is to connect members to the resources necessary to establish and develop professional skills such as communication, networking, and leadership in order to prepare for their future career.



CAREER OPPORTUNITIES

Today when we speak of marketing, we include the activities of for-profit businesses, government, not-for-profit organizations, institutions, and individuals. Almost a third of all Americans are employed in marketing-related positions. Thus, the number of possible marketing careers is enormous. Because of the knowledge of products and consumers gained in these jobs, marketing provides excellent training for the highest levels in the organization.

FOR MORE INFORMATION

Undergraduate Admissions Office
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Admissions@SouthernCT.edu SouthernCT.edu/admissions/undergraduate

Expect more. Be more.
Southern.

