



Marketing

Bachelor of Science Degree

DESCRIPTION

124 Credit Hours

College of Business & Technology

School of Business

Bill Tibbetts, Dean

The Bachelor of Science in Marketing degree at NCU is designed to prepare the student for a successful marketing career across a wide range of businesses. In this program, the student will work with real clients, developing real marketing initiatives, to solve real problems. Our program is designed to help the student gain relevant marketing skills and experience employers seek, including: building marketing campaigns, public relations and advertising, product management, and social media marketing. A marketing student at NCU will gain valuable hands-on experiential learning to further help them prepare for a successful career.

According to the U.S. Bureau of Labor Statistics, employment of advertising, promotions, and marketing managers is projected to grow significantly in the next ten years, far above most other occupations. About a quarter of advertising and promotions managers worked for advertising agencies. About 16 percent of marketing managers worked in the management of companies and enterprises industry. Both of these statistics suggest studying marketing at NCU in the Twin Cities is a fantastic opportunity.





Courses you'll take

Part 1. General Educaiton & Christian Studies Core

No degree specific requirements for the Marketing Major.

Part 2. Business Core

29 Credits

BUS 161	Introduction to Business (3)
BUS 180	Career in Business Seminar (2)
BUS 198	Communications for Business (3)
BUS 261	Statistics & Decision Making (3)
BUS 267	Principles of Accounting I (3)
BUS 380	Business Law (3)
BUS 470	Business Internship (3)
BUS 475	Business Senior Project (3)
BUS/GLE 445/525	Project Management (3)
BUS/GLE 465/550	Strategic Management & Leadership (3)

Part 3. Marketing Core

33-34 Credits

BUS 265	Principles of Marketing (3)
BUS 305	SEO & Social Media Marketing Strategy (3)
BUS 350	Brand Management & Consumer Behavior (3)
BUS 385	International Business Management & Marketing (3)
BUS 405	Business to Business Marketing (3)
BUS 425	Sales & Marketing (3)
COMM 365	Public Relations (3)
COMM 396	Web Design (3)
COMM 425	Principles of Advertising (3)
CSCI 305	Management Information Systems (3)

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