REGIS UNIVERSITY

BACHELOR OF SCIENCE IN MARKETING

DEGREE PROGRAM

This degree prepares students for success in the areas of advertising, marketing, promotions, public relations and sales. The program teaches you how to coordinate market research, marketing strategy, sales, advertising, promotion, pricing, product development, brand management and public relations activities for organizations. This degree emphasizes a strategic managerial approach to integrated marketing while tying the theory of marketing to real world applications.

DEGREE REQUIREMENTS

Courses are offered online and in the classroom

General Core Studies (45 credit hours)

Foundational Courses (28 credit hours)

- AC 325 – Accounting Principles and Management Concepts (4 credit hours)
- BA 300 – Business Systems in a Sustainable Society
- BA/EC 335 – Global Business Issues
- BA 366 – Management Essentials
- BA 381 – Legal Environment of Business
- EC 320 – Principles of Macroeconomics
- EC 330 – Principles of Microeconomics
- MKT 325 – Marketing Principles
- MT 270 – Introduction to Statistics

Advanced Major Requirements (30 credit hours)

- BA 465 – Strategic Management
- BA 479 – Managing Technology for Business Strategies
- BA 480E-W – Issues in Management
- BA 493A – Business Research
- BA 493B – Senior Capstone
- BA 495E – Ethical Decision Making in Business
- FIN 400 – Business Finance

Choose 3 classes (9 credit hours) from the following:

- MKT 401 - Customer Experience
- MKT 402 - Marketing Communication
- MKT 403 - Digital Marketing, Media Tactics, and Tools
- MKT 425 - Consumer Behavior
- MKT 429 - Advertising and Promotion
- MKT 450 - E-Marketing Fundamentals

Optional Minor (12 credit hours)

General Electives (13-25 credit hours)

- If a minor is completed: 13 credit hours
- If a minor is not completed: 25 credit hours

Total Degree Requirements = 128 credit hours

CERTIFICATES OF COMPLETION

Our undergraduate certificates provide you with credentials to help you achieve a promotion, update your skills, or change careers. All certificate courses can also be applied toward a degree. For a list of available certificates, visit Regis.edu/SOM.

ADMISSION REQUIREMENTS

- Completed application with $50.00 fee
- Official transcripts from prior college(s)
- Prior college credit or equivalent work experience

To start your application and learn about additional admission requirements, visit: Regis.edu/CPS/Apply-Now.

TUITION (2014-15 ACADEMIC YEAR)

- Classroom tuition: $460 per credit hour
- Online tuition: $460 per credit hour

FINANCIAL AID

In 2013-2014, Regis University provided more than $142 million in federal, state and institutional financial aid to its eligible students. To learn more about financial aid options, contact the Financial Aid Office at 800.568.8932 or visit Regis.edu/financialaid.

START DATES (2014-15 ACADEMIC YEAR)

Courses are offered in 5- and 8-week formats

- Spring 5W3 03/16/2015
- Summer 8W1 05/04/2015
- Summer 5W1 05/04/2015
- Summer 5W2 06/08/2015
- Summer 8W2 06/29/2015
- Summer 5W3 07/13/2015
- Fall 8W1 08/24/2015

GET STARTED TODAY

Working with you one-on-one, your Regis admissions counselor can help you decide which program is the best fit for your goals, what options can save you time and money and assist with the online application process.

800.944.7667 ruadmissions@regis.edu
Regis.edu/SOM

REV: 02.23.15