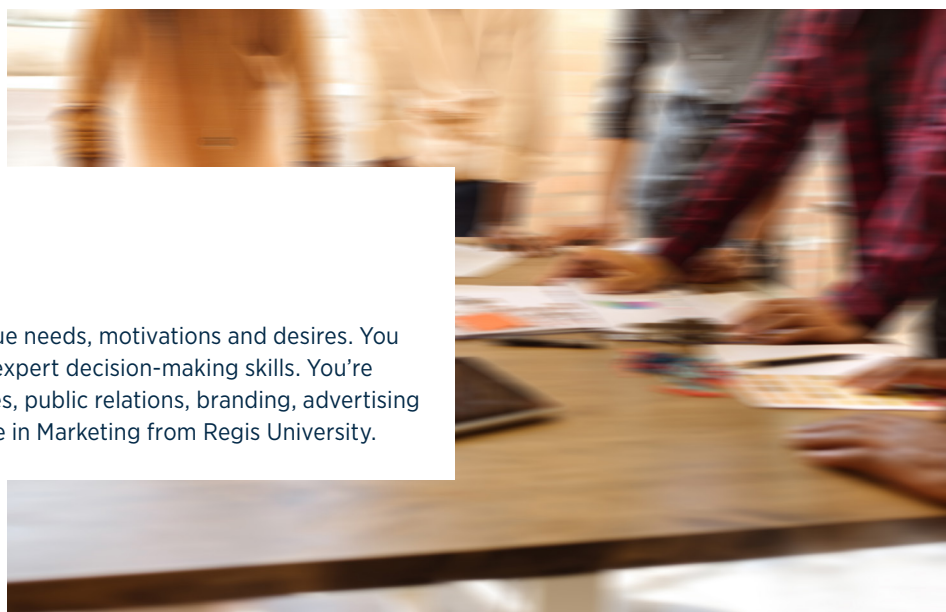


# Marketing

You're a people person who understands unique needs, motivations and desires. You excel at delivering custom solutions and have expert decision-making skills. You're creative, analytical, and have an interest in sales, public relations, branding, advertising and more. It's time to get a Bachelor of Science in Marketing from Regis University.



**EARN YOUR BACHELOR'S AND MASTER'S DEGREES AT THE SAME TIME AND GET ON THE FAST TRACK TO SUCCESS**

**\$134 MILLION+**

**AMOUNT OF FINANCIAL AID AWARDED TO REGIS UNIVERSITY STUDENTS IN 2017-2018**

**81**

**NUMBER OF CREDITS TRANSFER STUDENTS CAN APPLY TO THIS DEGREE**

## Stay competitive in today's global economy.

Understanding the fundamentals of marketing allows you to stay on top of current trends, conceptualize new products and services, and bring business visions to life. The faculty at the Anderson College of Business provide the inspired and relevant curriculum you need to become a successful marketing professional and steward of society.

### WHAT CLASS FORMATS CAN I CHOOSE FROM?

Classes are taught in 5-week or 8-week formats, either online or on-campus during the evenings.

### HOW QUICKLY CAN I COMPLETE THE PROGRAM?

The full program takes approximately 3.5 years to complete.

### WHEN CAN I START?

Program starts are offered in January, March, May, July, August and October.

## What you'll need:

### TO APPLY:

- Completed online application
- Official transcripts from prior college(s)
- Resume
- Essay

For full details regarding application requirements, visit [regis.edu/anderson](http://regis.edu/anderson).

### TUITION AND FINANCIAL AID

Tuition for the 2019-2020 academic year is:  
\$530 per credit hour

To learn about financial aid options available, contact the financial aid office at 800.568.8932 or visit [regis.edu/financialaid](http://regis.edu/financialaid).

# Degree Plan

## GENERAL CORE STUDIES

42-43 credit hours

Students must complete the required number of credits in the areas of Oral and Written Communication, English Composition, Humanities, Global Issues, Social and Natural Sciences, Math, Philosophy and Religious Studies.

## LOWER DIVISION REQUIREMENTS

30-31 credit hours

AC 3200 Principles of Accounting I  
AC 3210 Principles of Accounting II  
BA 2900 Introduction to Business  
BA 3366 Management Essentials  
BA 3400 Marketing Principles  
BA 3911 Business and Professional Communication  
EC 3200/EC 3200C Principles of Macroeconomics  
EC 3300 Principles of Microeconomics  
MT 270 Introduction to Statistics  
MT 330 Business Calculus -or-  
MT 360A Calculus I

## UPPER DIVISION REQUIREMENTS

33 credit hours

BA 4100 Business Finance  
BA 4410 Influencing Buyer Behavior  
BA 4412 Marketing Communications  
BA 4423 Market Research  
BA 4434 Sales  
BA 4465 Value-Chain Management -or-  
BA 4658 Project Management  
BA 4950 Ethical Decision Making in Business  
BA 4981 Business Law I  
BA 4986 Capstone: Applied Project -or-  
BA 4985 Business Policy and Strategy  
**Select 2 of the following:**  
BA 4428 International Marketing  
BA 4429 Strategic Web Design  
BA 4443 Digital Marketing, Media Tactics and Tools  
BA 4454 Neuromarketing and Buyer Biology  
BA 4483 Values-Centered Marketing  
BA 4488 Marketing Social Change in Uganda

## OPTIONAL MINOR

12-18 credit hours

Students may choose to complete a minor within the Anderson College of Business. For a full list of minors available, please reference the academic catalog.

## GENERAL ELECTIVES

1-15 credit hours

If optional minor completed: 1-3 credit hours  
If optional minor not completed: 13-15 credit hours

**TOTAL: 120 CREDIT HOURS**

## Transferring? Bring Your Credits With You.

We believe you should get the credits you deserve. After all, you worked hard for them. Regis University offers one of the most generous transfer credit policies in higher education. We want to keep your education on track, so you keep your career goals within reach. You can transfer up to **81 credit hours** for the Bachelor of Science in Marketing program.

## Applying Is Easier Than You Think

When you're ready to apply, our admissions counselors will help you at every step. You can use the Regis application to apply online, and you may be surprised that we don't charge an application fee like many other schools.

## Ready to get started?

Your Regis admissions counselor will work with you one-on-one. We'll help you choose the program that fits your goals, find options that save time and money and help you through your online application.

### Contact

ruadmissions@regis.edu  
800.944.7667

### Ready to apply?

regis.edu/apply

## EARN YOUR BACHELOR'S AND MASTER'S DEGREES AT THE SAME TIME.

As a student in the Bachelor of Science in Marketing program, you can apply up to four graduate-level courses toward your undergraduate degree. Through our combined degree option, you'll graduate with two degrees, at a lower cost and with fewer overall credits required. For more detail, visit [regis.edu/combined](http://regis.edu/combined).