

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 (42-43 credit hours)

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 3400 – Marketing Principles
- ▶ BA 3366 – Management Essentials
- ▶ 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 (27 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 4986 – Capstone: Applied Project or BA 4985 – Business Policy and Strategy
- ▶ BA 4981 – Business Law I

Select 2 classes from the following:

- ▶ BA 4428 – International Marketing
- ▶ BA 4429 – Strategic Web Design
- ▶ BA 4443 – Digital Marketing, Media Tactics and Tools
- ▶ BA 4454 Neuromarketing & Buyer Biology
- ▶ BA 4483 – Values-Centered Marketing
- ▶ BA 4488 – Marketing Social Change in Uganda

Optional Minor (12 credit hours)

General Electives (1-15 credit hours)

- ▶ If a minor is completed: 1-3 credit hours
- ▶ If a minor is not completed: 13-15 credit hours

This may vary depending upon how many credit hours are completed in the specialization

Total Degree Requirements = 120 credit hours

ADMISSION REQUIREMENTS

- ▶ Completed application with \$50.00 fee
- ▶ Official transcripts from prior college(s)
- ▶ Resume
- ▶ Essay

To start your application and learn about additional admission requirements, visit: regis.edu/apply.

TUITION (2018-19 ACADEMIC YEAR)

- ▶ \$510 per credit hour

FINANCIAL AID

In 2017-18, Regis University provided more than \$134 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.

CLASSES START SOON

Please visit the academic calendar to see when classes start at www.Regis.edu/Calendar

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/ACB

Regis University is regionally accredited by the Higher Learning Commission (HLC).