



MARKETING

The Marketing major prepares students to identify consumers' needs and wants, to manage products and services that provide value to the user, and to meet the organization's objectives. Students study the principles that lead to sound marketing decisions. At the conclusion of the program, students will be able to analyze research data to identify target markets and to determine the impact of social, situational, and individual influences on consumers' decisions. Students will also be able to evaluate marketing plans that promote a brand and provide a cohesive message to a customer. Marketing students may enroll in the 4+1 MBA program during their senior year. This option enables students to graduate with two degrees in five years: a Bachelor of Science in Marketing degree and a Master of Business Administration.



SCAN TO FIND:

- Featured courses.
- Program requirements and more!

BEYOND THE CLASSROOM

HANDS-ON EXPERIENCE

Co-op and Service Learning immerse students in the real world and provide rich opportunities for experiential learning and the application of skills and knowledge learned in the classroom. Students work with a faculty mentor and an industry professional in a variety of businesses and non-profit organizations.



MSJ Baccalaureate and Master's degrees in Business programs are accredited by the Accreditation Council for Business Schools and Programs.

AFFORDABLE EDUCATION

\$1,500

MOORE-ECKEL SCHOLARSHIP

Incoming freshmen majoring in business may be eligible for this scholarship. To see eligibility requirements and other available scholarships, visit msj.edu/scholarships.

CAREERS IN MARKETING

ADVERTISING

BRAND AND PRODUCT MANAGEMENT

MARKET RESEARCH AND ANALYTICS

PUBLIC RELATIONS

RETAIL MERCHANDISING

SALES, PROMOTION, AND EVENT PLANNING

ALUMNI SUCCESS

97.5%

CAREER OUTCOMES RATE

More than 97% of 2023 School of Business & Communication graduates were successfully employed, enrolled in graduate studies, or volunteering within six months of graduation. The knowledge rate for this survey was 88.9%.



MOUNT ST. JOSEPH UNIVERSITY®

SCHOOL OF BUSINESS & COMMUNICATION

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